

## 2020-21 Ford FANatic Playoff Challenges (the “Contest”)

### Official Contest Rules (the “Rules”)

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

#### NO PURCHASE NECESSARY

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

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

- 2. Contest Period:** The Contest starts at 9:00 a.m. Eastern Time (ET) on Friday, May 21, 2021 and continues until 11:59 p.m. ET on the day the Toronto Maple Leafs are eliminated from or win the 2021 National Hockey League Stanley Cup playoffs (the “**2021 NHL Playoffs**”), whichever occurs first (with this period being the “**Contest Period**”). The Contest Period is comprised of nine (9) segments. Segment #1 (as further described below) is guaranteed. Segments #2-9 (as further described below) are contingent on the Toronto Maple Leafs ongoing participation in the 2021 NHL Playoffs. If for any reason the Maple Leafs playoff games listed below are cancelled or fail to occur, the Segment will be cancelled and no prizes will be awarded:

<b><u>Entry Segment (each a “FF Challenge Period”)</u></b>	<b><u>Date and Time</u></b>
FF Playoff Challenge #1	Friday, May 21, 2021 at 9:00am ET to Wednesday, May 26, 2021 at 11:59pm ET
FF Playoff Challenge #2	Friday, May 28, 2021 at 9:00am ET to Wednesday, June 2, 2021 at 11:59pm ET
FF Playoff Challenge #3	Friday, June 4, 2021 at 9:00am ET to Wednesday, June 9, 2021 at 11:59pm ET
FF Playoff Challenge #4	Friday, June 11, 2021 at 9:00am ET to Wednesday, June 16, 2021 at 11:59pm ET
FF Playoff Challenge #5	Friday, June 18, 2021 at 9:00am ET to Wednesday, June 23, 2021 at 11:59pm ET

FF Playoff Challenge #6	Friday, June 25, 2021 at 9:00am ET to Wednesday, June 30, 2021 at 11:59pm ET
FF Playoff Challenge #7	Friday, July 2, 2021 at 9:00am ET to Wednesday, July 7, 2021 at 11:59pm ET
FF Playoff Challenge #8	Friday, July 9, 2021 at 9:00am ET to Wednesday, July 14, 2021 at 11:59pm ET
FF Playoff Challenge #9	Friday, July 16, 2021 at 9:00am ET to Wednesday, July 21, 2021 at 11:59pm ET

3. **Eligibility:** This Contest is open only to legal residents of Ontario who are eighteen (18) years of age or older and reside within one hundred and twenty-five (125 km) radius of the City of Toronto’s limits at the time of entry (each an “**Entrant**”, collectively “**Entrants**”). Employees (and their immediate families and those with whom they are domiciled) of the Contest Sponsor, Bond, Maple Leaf Sports & Entertainment Partnership and their affiliates (collectively “**MLSE**”), the Toronto Maple Leafs, the National Hockey League and its Member Teams (“**NHL**”), NHL Enterprises Canada L.P., the Toronto Raptors, the National Basketball Association and its Member Teams, NBA Properties Inc., Facebook, Inc., Twitter Inc., Instagram and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, and their advertising and promotional agencies (altogether, the “**Released Parties**”) are not eligible to enter the Contest. Immediate family includes the husband, wife, son, daughter, brother, sister, mother, or father of an individual, regardless of where such individual resides.
4. **How to Enter:** No purchase necessary. Individuals wishing to participate in the Contest may enter in one of the following manners:

CHALLENGE:

Throughout the Contest Period, on a weekly basis, the Ford Fanatic Contest Ambassador (the “**FF**”) and/or FF’s designated representatives will be announcing various Contest-related social media participation instructions 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 Challenge**”).

These social media announcements will be made between 9:00 a.m. ET and 12:00 p.m. ET on the Friday of each FF Challenge Period. Each FF Challenge Period will close at 11:59 p.m. ET on the immediately following Wednesday.

- (i) TWITTER.

- a. be a registered account holder of Twitter and follow **@TheFordFANatic** on Twitter;
  - b. search for the Contest instructions which will be tweeted by the FF during every Friday of each FF Challenge Period between 9:00 a.m. ET and 12:00 p.m. ET (the “**FF Challenge Tweet**”);
  - c. respond to the FF Challenge Tweet **@theFordFANatic** in the FF Challenge Tweet response (resulting in one (1) entry).
- (ii) FACEBOOK.
- a. be a registered account holder for Facebook and “Like” the Ford Fanatic Facebook Page at [www.facebook.com/theFordFANatic](http://www.facebook.com/theFordFANatic);
  - b. search for the Contest instructions which will be posted by the FF during every Friday of each FF Challenge Period between 9:00 a.m. ET and 12:00 p.m. ET (the “**FF Challenge Post**”);
  - c. respond to the FF Challenge Post by commenting in the “Comments” section in the FF Challenge Post (resulting in one (1) entry).
- (iii) INSTAGRAM.
- a. be a registered account holder of Instagram, a follower of **@thefordfanatic\_official** or find the Ford FANatic Instagram account here at [https://instagram.com/thefordfanatic\\_official/](https://instagram.com/thefordfanatic_official/) on Instagram;
  - b. search for the Contest instructions which will be posted by the FF during every Friday of each FF Challenge Period between 9:00 a.m. ET and 12:00 p.m. ET (the “**FF Challenge Instagram Post**”);
  - c. respond to the FF Challenge Instagram Post by tagging **@thefordfanatic\_official** (resulting in one (1) entry).

Each FF Challenge Tweet, FF Challenge Post, or FF Challenge Instagram Post that meets the submission conditions outlined in Section 5 below, otherwise complies with these Rules, and is received during the applicable FF Challenge Period qualifies as an entry in to the Contest (each an “**Challenge Entry**”, collectively “**Challenge Entries**”).

There are no limits as to the number of times a person may submit an original and unique Challenge Entry into the Contest during the Contest Period, subject to each Challenge Entry being in fact original and unique.

GAME DAY:

During the Contest Period, for each FF Challenge Period, the FF will post questions on the associated social media accounts (Twitter: **@TheFordFANatic** handle; Facebook: the **Ford Fanatic Facebook Page**; Instagram:

@thefordfanatic\_official handle) before a given Toronto Maple Leafs home game, which an Entrant may answer for a chance to win a Prize (as further described below) (each a “**Game Day Challenge Post**”). Each Entrant will have two (2) hours from the time the Game Day Challenge Post is posted to respond to the questions. Each answer to the Game Day Challenge Post via social media qualifies as an entry to the Game Day method (each a “**Game Day Challenge Entry**”). The number of Prizes awarded via Game Day method will be at the FF’s sole discretion and while supplies last, with a maximum of two (2) Prizes to be won via the Game Day method per FF Challenge Period.

Repeated, retweeted, or copied Challenge Entry or Game Day Challenge Entry attempts will not be accepted. The time and date shown on a Challenge Entry or Game Day will be the official time stamp for determining the validity of each Challenge Entry or Game Day Challenge Entry.

Entries from Twitter®, Instagram and Facebook users with “private” or “protected” profiles/accounts (i.e., user has set his/her account so that only people the user has approved can view his/her updates) cannot and will not be accepted for entry into the Contest.

All Entrants and Entries 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 existing Facebook, Instagram and Twitter account holders as well as new account holders.

In case of a dispute over the identity of an Entrant, the Authorized Account Holder of the Twitter, Instagram account or Facebook profile used for the Challenge Entry or Game Day Challenge Entry will be deemed to be the Entrant. “**Authorized Account Holder**” is defined as the natural person assigned to an email address and/or telephone number by an Internet access provider, online service provider, telephone service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address (a valid email address is required to register for a Twitter, Instagram or Facebook account). Potential winners may be required to show valid proof of being the Authorized Account Holder of the Twitter, Instagram account or Facebook profile associated with their potentially winning entry.

5. All entries become the property of the Contest Sponsor and will not be returned or acknowledged. **Submission Conditions:** The Contest Sponsor may, in its sole discretion, elect to use, in whole or in part, any Submission Materials (as defined below) 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

(including Tweets or Facebook or Instagram comment posts), videos, compilations, etc., as applicable for each FF Challenge Period. Each Entrant warrants to the Contest Sponsor and its respective parent and affiliate companies that his/her Submission Materials do not contravene or infringe upon anyone else's copyright, trademark or other intellectual property rights. Submission Materials must not:

- a. contain/reference (as applicable) any third party, including minors, without the express prior written permission of such party or, in the case of a minor, the minor's parent or legal guardian, which each Entrant must be able to provide upon request from the Contest Sponsor;
- b. contravene or infringe upon anyone else's copyright, trademark or other intellectual property rights;
- c. contain defamatory words/statements (including words or symbols that are widely considered offensive to (without limitation) individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group);
- d. threaten any person, place, business, or group;
- e. disparage persons or organizations associated with the Released Parties;
- f. invade privacy or other rights of any person, firm, or entity;
- g. contain/reference (as applicable) any material that is in any way unlawful, in violation of or contrary to any applicable federal, provincial or municipal laws and regulations where the submission is created;
- h. contain/reference (as applicable) any material that is inappropriate, indecent (including but not limited to nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous;
- i. contain/reference (as applicable) any persons or organizations without their prior express written permission; and
- j. otherwise deviate from or violate the Contest Sponsor's policies, practices, values, and standards (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 Entrant(s) 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; (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 ten (10) prizes available to be won during each FF Challenge Period, up to a maximum of ninety (90) prizes for the duration of the Contest Period. Two (2) of the ten (10) prizes awarded during each FF Challenge Period will be allocated to Game Day Challenge Entries, and the remaining eight (8) prizes will be awarded to Challenge Entries.

Each prize consists of one (1) co-branded Ford x Maple Leafs prize pack (each, a "**Prize**").

Approximate retail value of each Prize is one hundred dollars (CAD\$100.00). If, at the time a 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 will not be entitled to any difference.

Each winner will be solely responsible for all other incidental costs and expenses related to their Prize. Each Prize must be accepted as awarded, without substitution, and is not transferrable, refundable, for resale or convertible to cash. The Contest Sponsor and MLSE reserve the right, in the event that a Prize, or any component of a Prize, cannot be awarded as described for any reason, to substitute the same for another prize or component of equal or greater value, without notice or liability. In the event that a substitute prize is awarded, such prize must be accepted as awarded and cannot be exchanged for cash or otherwise.

The odds of winning a Prize depend on: (a) the number of eligible Challenge Entries received during a given FF Challenge Period; and/or, (b) the number of eligible Game Day Challenge Entries received in response to a Game Day Challenge Post and the ability of the Entrant(s) to complete the tasks.

Limit of one (1) Prize per person during the Contest Period.

The Contest Sponsor and MLSE will not be held to award more Prizes than as set out in these Rules. The actual number of Prizes awarded may be based on the number of eligible entries received.

## 7. **Winner Determination:**

### CHALLENGE:

From amongst all eligible Entries received during each FF Challenge Period, a minimum of eight (8) Entries (number to be determined in the sole discretion of the FF) will be selected by a representative of the Contest Sponsor via random drawing taking place in Toronto, Ontario within twenty-four (24) hours of the conclusion of each FF Challenge Period (a “**Draw**”). The potential winner (the “**Selected Entrant**”) will be notified via a Direct Message on the social media platform (Twitter, Instagram or Facebook, as applicable) through which their selected Challenge Entry was submitted, within twenty-four (24) hours of the Draw (each a “**FF Challenge Winner Notification**”). Each Selected Entrant will be asked to provide Bond with their contact information, within the period of time specified in the Direct Message. In the event that the Selected Entrant cannot be contacted for any reason (including failing to reply to the FF Challenge Winner Notification) or, if contacted, does not claim his/her Prize, or has already received the maximum number of Prize allowed, or does not meet all of the Contest conditions (including eligibility) outlined in these Rules, the Selected Entrant will be disqualified and forfeits his/her Prize, and another Entrant may be randomly drawn from among all remaining eligible Entries, in the Contest Sponsor’s sole discretion. Each new Selected Entrant will be subject to the same process outlined in this section. This selection process will continue until contact is made with a Selected Entrant who meets Contests requirements or until there are no more eligible Entries, whichever comes first.

#### GAME DAY:

From amongst all eligible Entries received during each “Game Day Challenge”, Game Day Entries, a maximum of two (2) Entries (number to be determined in the sole discretion of the FF) will be selected by FF via random drawing taking place in Toronto, Ontario within one (1) hour of the conclusion of each “Game Day Challenge” (a “**Game Day Draw**”). The Selected Entrant will be notified via Direct Messaging on the social media platform (Twitter, Instagram or Facebook, as applicable) through which their selected Game Day Challenge Entry was submitted, within one (1) hour of the Game Day Draw (each a “**Game Day Winner Notification**”). Each Selected Entrant will be asked to provide Bond with their contact information, within the period of time specified in the Direct Message. In the event that the Selected Entrant cannot be contacted for any reason (including failing to reply to the Game Day Winner Notification) or, if contacted, does not claim his/her Prize, or does not meet all of the Contest conditions (including eligibility) outlined in these Rules, the Selected Entrant will be disqualified and forfeits his/her Prize, and another Entrant may be randomly drawn from among all remaining eligible Entries, in the Contest Sponsor’s sole discretion. Each new Selected Entrant will be subject to the same process outlined in this section. This selection process will continue until contact is made with a Selected Entrant who meets Contests requirements or until there are no more eligible Game Day Entries, whichever comes first.

- 8. Winner Conditions:** To be declared a winner (“**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 a Direct Message; and (iii) sign and return a Declaration and Release form before a period of time specified by the Contest Sponsor. If a Selected Entrant does not meet all of the Contest requirements, fails to correctly answer the skill-testing question, refuses to provide the contact information requested by the Contest Sponsor or does not sign and return the Declaration and Release Form to the Contest Sponsor, the Selected Entrant will forfeit his/her Prize and the Contest Sponsor shall be entitled to select another Entrant from the remaining eligible Entries until such time as contact is made with an Entrant or there are no more eligible Entries, whichever comes first. This process may continue until each Prize has been awarded or there is insufficient time to permit the awarding of any Prize. The Contest Sponsor is not responsible, whether as a result of human error or otherwise, for any failure to contact any Selected Entrant.
- 9. Prize Distribution:** Once confirmed as a winner, the Prize will be sent to each winner via courier. No responsibility is assumed by the Contest Sponsor, Bond, or any affiliated companies for any postal mail or delivery return as undeliverable without a forwarding address. No responsibility is assumed by the Contest Sponsor, Bond, or any affiliated companies for the Prize after it has been shipped. The Contest Sponsor, Bond, 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. Winner bears all risk of loss or damages to Prizes after delivery.
- 10. 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, in its sole discretion. The 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, as applicable. 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 any 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 on 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 participation in the Contest. 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.

The Released Parties will not assume any responsibility of any nature whatsoever in all cases where their inability to hold the Contest or to remit any Prize to any winner results from a cause beyond their control, including Acts of God, weather conditions, strike, lock-out or other labour dispute, or cancellation of the NHL game(s).

- 11. Modification/Termination:** Subject to applicable law, the Contest Sponsor reserves the right, in its sole discretion and without liability, to terminate or suspend the Contest, in whole or in part, or to 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 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 draw from among all eligible Entries received up until the time of cancellation, termination, modification, or suspension. The Contest Sponsor reserves the right, in its sole discretion, to add additional prizes to the Contest prior to the Contest closing date.
- 12. Privacy:** The Contest Sponsor is collecting personal data about Entrants for the purpose of administering this Contest only. Entrant's personal information will not be used for any further informational or marketing communications.
- 13. Publicity:** By accepting a Prize, each winner agrees that the Released Parties and their respective designees may use his/her name, social media name, photographs, videos, likenesses, city of residence, biographical information, Prize information and/or statements about this Contest 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.
- 14. Release and Liability:** By entering this Contest, each Entrant forever release and hold harmless the Released Parties 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.
- 15. 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.

- 16. Social media platforms:** This Contest is in no way sponsored, endorsed or administered by, or associated with Twitter, Facebook, Instagram or any other social media platform. Twitter, Facebook, Instagram and all other social media platforms 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, Instagram or any social media platform.
- 17. 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.