**LUKE BRYAN FLYAWAY SWEEPSTAKES OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.**

1. Entry Period: The “Academy of Country Music ‘2014 Trip Giveaway’ Sweepstakes” (the “Sweepstakes”) entry period begins at 9:00 a.m. Pacific Standard Time on Monday, March 18, 2013, and ends at 9:00 a.m. on Monday, March 25, 2013 (the “Sweepstakes Period”).
2. Eligibility:
	1. The Sweepstakes is open to legal residents of the forty-eight contiguous United States and District of Columbia. Entrants must be at least 18 years old at the time of entry. Employees, agents, representatives, officers and directors of Academy of Country Music, (the “Sponsor”), and their respective affiliated companies, sponsors, subsidiaries, advertising and promotional agencies, and third party fulfillment agencies and individuals providing services to Sponsors through an outsourcer or temporary employment agency during the Sweepstakes Period (collectively, the “Sweepstakes Entities”), and their immediate family members (i.e., parents, legal guardians, spouses, children, siblings, grandparents, adoptive or step parents, step children and step siblings, and their respective spouses and any dependent under applicable income tax law) and members of the same household (whether or not related), are not eligible to enter the Sweepstakes.
	2. VOID IN ALASKA, HAWAII AND WHERE PROHIBITED OR RESTRICTED BY LAW.
	3. By participating in the Sweepstakes, and as a condition of eligibility, entrants acknowledge that they have read and understood these Official Rules and agree to be bound by them. FAILURE TO COMPLY WITH ANY ASPECT OF THESE OFFICIAL RULES WILL RESULT IN DISQUALIFICATION.
3. Prizes and Odds:
	1. Subject to the Official Rules, one (1) prizes will be awarded in the Sweepstakes. Arrangements for fulfillment of the prize will be made by Red Light Management. The Sweepstakes prizes will be a flyaway trip package to a mutually agreed upon location between Red Light Management and the Winner: including lodging, tickets a mutually agreed upon Luke Bryan Farm Tour date, Meet & Greet with Luke Bryan and airfare accommodations – as set by Red Light Management. All costs and expenses not specifically listed above, including, without limitation meals, snacks, beverages, mini-bar, entertainment, tips, souvenirs, personal expenses, damages to hotel rooms, baggage fees and any equipment to be used in connection with the prize are solely the Winner’s responsibility.
	2. The odds of winning a prize depend upon the total number of eligible entries received. No cash or other substitution of prizes is permitted, except at the sole discretion of Sponsors for a prize of equal or greater value. Each prize winner is solely responsible for any and all costs, fees, taxes and expenses that may apply to the prizes. The approximate retail value of all prizes in the Sweepstakes is $1,000.
	3. Prizes are non-transferable, non-refundable and non-assignable, and must be accepted as awarded, “AS IS”, with no warranty, representation or guarantee, express or implied, in fact or in law, made by Sponsor or for which Sponsor may be liable. Winners should allow 6-8 weeks for delivery of prizes.
4. How to Enter: There are two (2) ways to enter the Sweepstakes:
	1. Online Entry (NO PURCHASE NECESSARY): To enter online, entrant visit www.ACMsocialsplash .com and submit an official entry form.
	2. Mail-In Entry (NO PURCHASE NECESSARY): To enter by mail with no obligation, hand write your name, complete mailing address, day and evening phone numbers and email address (if any) and date of birth (including year) on a 4” x 6” piece of paper and mail it by U.S. Mail with correct postage to: The “Academy of Country Music Luke Bryan Flyaway Sweepstakes” c/o Academy of Country Music, 5500 Balboa Boulevard, Encino, CA 91316.
	3. Mail-in entries must be received by the Sponsors during the Sweepstakes Period. No photocopied or other mechanically reproduced mail-in entries are permitted any and entries by such method or apparently by such method will be deemed void. One qualifying 4” x 6” paper shall equal one entry. NO MORE THAN ONE (1) TOTAL ENTRY IS PERMITTED PER ENTRANT DURING THE SWEEPSTAKES PERIOD.
5. Winner Selection and Notification:
	1. At the end of the Sweepstakes Period, eligible entries will be entered into a prize drawing to be held at the offices of Academy of Country Music on Monday, March 25, 2013. Each drawing will be conducted by independent persons and/or a computer program that randomly chooses the winner from all eligible entries received in the week preceding the drawing date. The selection is final and binding. Potential winners will be notified by email or phone. If a potential winner cannot be contacted within seven (7) calendar days of the first attempt to contact him or her, or if a potential winner is contacted but declines a prize, he or she will be disqualified and an alternate potential winner will be selected from amongst the remaining applicable eligible entries.
6. Winner Verification: In order to claim a prize, potential winners will be required to execute and return to Sponsor:
	1. a notarized Affidavit of Eligibility (confirming, without limitation, age and acceptance of and compliance with the Official Rules);
	2. a Liability Release (releasing Sweepstakes Entities and their respective employees, officers, directors, and agents from, without limitation, any and all liability, loss, claims, demands and causes of action in connection with the Sweepstakes and the prizes);
	3. except where prohibited by law, a Publicity Release (granting Sweepstakes Entities the right to use, without limitation, potential winner’s name, likeness, statements, home town, and state for advertising and publicity purposes without additional compensation); and
	4. such other documentation as Sponsor may require, including without limitation a W2 form and potential winner’s social security number for tax purposes (collectively, the “**Affidavit and Releases**”), all in such form as Sponsor may require. If a potential winner fails to sign the Affidavit and Releases and return them to the Sponsor within three (3) business days of receipt, or is determined by Sponsor to be ineligible or to have not complied with the Official Rules, or if a prize is undeliverable, then the potential winner may be disqualified and an alternate potential winner selected from amongst the remaining applicable eligible entries. Sweepstakes Entities are not responsible for potential winners’ failure or inability to claim a prize or comply with the Official Rules in any way. In the event a potential winner is disqualified, no compensation or other payments to such disqualified potential winner will be made.
7. General Conditions:
	1. By participating in these Sweepstakes, entrants: (i) agree to be bound by these Official Rules and by the Sponsor’s interpretations of the Official Rules, as well as any other documents, releases, and agreements required under these Official Rules; (ii) release and hold harmless the Sweepstakes Entities and their respective employees, officers, directors, successors and assigns against any and all claims, injury or damage arising out of or relating to participation in this Sweepstakes, including without limitation any claims, injury or damages arising in connection with or as a result of any prize, or acceptance, possession or use of the prize; (iii) accept and agree to be bound by all decisions of Sponsor (including without limitation decisions related to eligibility of entries and entrants, the selection of winners, and the awarding of prizes); (iv) waive any right to claim ambiguity in these Official Rules, the Affidavits and Releases, or any other Sweepstakes-related advertising or materials.
	2. Sponsor reserves the right, in its discretion, to cancel, modify or suspend the Sweepstakes, in whole or in part, if in Sponsor’s sole discretion, there is actual or suspected tampering with the Sweepstakes prize selection procedure or in the event of fraud, technical or other difficulties, or if the integrity of the Sweepstakes is or appears to be in any way compromised.
8. Limitations of Liability:
	1. Sweepstakes Entities are not responsible for: (i) late, lost, stolen, illegible, incomplete, misdirected or postage due entries, all of which will be disqualified; (ii) technical failures of any kind, including without limitation failures or inaccessibility of any phone, wireless or Internet service, or any hardware, website, or other system; (iii) unauthorized intervention in or manipulation of any part of the Sweepstakes; (iv) electronic or human errors that may occur in the offer or administration of the Sweepstakes or the processing or delivery of prizes.
	2. IN NO EVENT WILL SWEEPSTAKES ENTITIES BE LIABLE FOR ANY DIRECT, SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING WITHOUT LIMITATION LOSS OF USE, DATA, BUSINESS OR PROFITS) ARISING OUT OF OR IN CONNECTION WITH AN ENTRANT’S PARTICIPATION IN THE SWEEPSTAKES, WHETHER ARISING BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING WITHOUT LIMITATION NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT SPONSORS HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. Some jurisdictions do not allow the limitation or exclusion of incidental or consequential damages, in which case such limitations and exclusions may not apply.
9. Disputes: Entrants agree that any and all disputes, claims and causes of action relating to or arising out of the Sweepstakes or any prize awarded shall be heard solely and exclusively in a federal or state court located in Los Angeles, California, and entrants submit to the sole and exclusive jurisdiction of such courts and irrevocably waive all right to object to such jurisdiction. All issues and questions shall be governed by, and these Official Rules shall be construed in accordance with, the laws of the State of California, without regard to any choice of law rules.
10. Personal Information: Sponsor may collect personal data about entrants in accordance with the Academy of Country Music Privacy Policy ([www.acmcountry.com/privacy.html](http://www.acmcountry.com/privacy.html)) (the “Privacy Policy”) and as may be more specifically set forth in these Official Rules. By participating in the Sweepstakes, entrants:
	1. authorize Sponsor’s collection and use of their personal data pursuant to the terms and conditions of the Privacy Policy and the Official Rules; and
	2. acknowledge that they have read and understood the Privacy Policy and Official Rules, and agree to be bound by their terms and conditions.
11. Winner’s List and Official Rules: To receive a list of winners’ names and/or a copy of the Official Rules, send your request and a self-addressed stamped envelope to: "Academy of Country Music ‘Luke Bryan Flyaway Sweepstakes" c/o Academy of Country Music, 5500 Balboa Boulevard, Encino, CA 91316. Vermont residents may omit return postage if requesting a copy of Official Rules.
12. Sponsor’s Addresses: The Sponsor of the Sweepstakes is Academy of Country Music, 5500 Balboa Boulevard, Encino, CA 91316.