

## **2017 EQUUS Professional Horseman Award Official Rules**

### **1. Introduction**

Active Interest Media (d/b/a EQUUS) is offering the 2017 EQUUS Professional Horseman Award ("Contest"). NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

### **2. Eligibility**

Entrant must be eighteen (18) years of age or older as of Monday, December 12, 2016 and a resident of the fifty (50) United States or the District of Columbia. Employees of Sponsor, the Sponsor's parents, subsidiaries, affiliated companies, and agents and the immediate family (defined as parents, spouse, children, siblings, grandparents) of such employees, and all those with whom such employees are domiciled, are NOT eligible.

### **3. Timing**

There will be one Contest period, beginning at 12:00:01 a.m. E.T. on Monday, December 12, 2016, and ending at 11:59:59 p.m. E.T. on Monday, February 3, 2017. Sponsor reserves the right to extend or shorten the contest at their sole discretion. Winner will be selected on or about 2/26/17 and be notified by email and/or phone, under the supervision of Sponsor.

### **4. How to Enter**

Visit [www.EQUUSMagazine.com/ProHorseman](http://www.EQUUSMagazine.com/ProHorseman) and enter the EQUUS Professional Horseman Award Contest. In the entry form, include a 200-word (no more than 1,400 characters including spaces) or less essay nominating a professional horseperson (trainer, farrier, veterinarian, etc) in your life who has gone above and beyond what's expected of him/her. Contestants may enter once during the Contest period. More than one entry from any person or email address during the Contest period will void all entries from that person or email address.

The uploaded photograph may not contain any trademark or logo or entry may be disqualified by Sponsor in its sole discretion. Any entry that contains lewd material or that may be deemed offensive to Sponsor or third parties may be disqualified by Sponsor in its sole discretion. Contestants may enter once during the Contest period. More than one entry from any person or email address during the Contest period will void all entries from that person or email address.

Sponsor is not responsible for late or incomplete Entries. If a problem occurs in the online submission process or in uploading a video, Entrant should receive an "Error" message. However, the responsibility to electronically complete the Entry

process and upload a video is the Entrant's and neither Sponsor nor the Contest Administrator shall be responsible for any video not actually received due to incomplete or improper transmission. Similarly, neither Sponsor nor Contest Administrator has any obligation to advise Entrant of an incomplete Entry or video submission.

## **5. Submitted Photograph/Essay**

By participating in the Contest, entrant warrants and represents that: (a) the submitted photograph and essay are unpublished, truthful in all respects, original, do not violate any law or regulation and do not infringe or violate any third party rights, including but not limited to the rights of copyright, trademark, privacy and publicity; (b) watermarks, signatures and copyright notices have NOT been added to the submitted photograph; and (c) submitted photograph and/or essay do not contain nudity, sexually explicit content or violent or offensive material.

## **6. Judging Criteria**

This Sweepstakes will have one (1) prize-winner. No purchase necessary to enter. By entering your email address you agree to receive offers from Freedom Health (Succeed), HorseTech, Nutramax (Cosequin), SSG Gloves and USRider. By entering your email address you also agree to receive a newsletter from EQUUS and special offers and promotions from EQUUS and carefully selected partners. You'll have the opportunity to unsubscribe at any time, immediately, once you receive your first newsletter. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements. The Contest will take place under the supervision of Sponsor. Participants agree to be bound by these rules and the decision of the judges, whose decisions are final. Potential winners will be notified by email or phone within fourteen (14) days after Contest period closes. If a potential winner cannot be contacted within three (3) days after the first attempt to contact such potential winner, an alternate entrant will be selected in his or her place from all entries received.

## **7. Prizes**

The following one (1) prize package will be awarded to "nominator": one (1) pack of SUCCEED Challenge that includes two (2) cartons of SUCCEED oral paste, an additional 10-syringe starter pack and a tracking diary from Freedom Health (ARV: \$229.95); one (1) 4lb container of HylaSport CTS and other goodies from Horsetech (ARV: \$100); three (3) month supply of Cosequin ASU Plus from Nutramax (ARV: \$225); one (1) pair of 6400 10 Below Waterproof winter gloves (ARV: \$43.95), one (1) pair of 2100 Digital summer gloves (ARV: \$36.95) and one (1) pair of 0600 Ride n Ranch work gloves (ARV: \$31.95) from SSG; one (1) year membership from US Rider (\$168).

The grand-prize winner “nominee” will receive: one (1) Plaque (ARV: \$30.00); one (1) pack of SUCCEED Challenge that includes two (2) cartons of SUCCEED oral paste, an additional 10-syringe starter pack and a tracking diary from Freedom Health (ARV: \$229.95); one (1) 4lb container of HylaSport CTS and other goodies from Horsetech (ARV: \$100); three (3) month supply of Cosequin ASU Plus from Nutramax (ARV: \$225); one (1) pair of 6400 10 Below Waterproof winter gloves (ARV: \$43.95), one (1) pair of 2100 Digital summer gloves (ARV: \$36.95) and one (1) pair of 0600 Ride n Ranch work gloves (ARV: \$31.95) from SSG; one (1) year membership from US Rider (\$168).

**Total Approximate Retail Value of All Prizes: \$1,701.60. All additional expenses incurred by the winners, including service contracts, taxes (if any) are the responsibility of the winner.**

Prizes are nontransferable and must be accepted as awarded. No cash or other substitution may be made, except by Sponsor in the event that the prize cannot be awarded for any reason, in which case, Sponsor will award a prize of equal or greater value. All taxes, fees and surcharges on prizes are the sole responsibility of winner.

## **8. Other Terms and Conditions**

All entries must be original, may not have been won previous prizes and must not infringe on any third party rights. Submission of entry constitutes entrant's consent (or that of their parent/legal guardian should they be a minor in their state of residence) to irrevocably assign to Sponsor any and all rights to their entry including, but not limited to, intellectual property rights: to reproduce, distribute, publicly display or otherwise publish, and create derivative works of the photograph in connection with the contest and promotion of the contest highlighting entries or winners of the contest. Each Entrant also waives any right to inspect or approve any such use of the photograph, moral rights or rights to attribution. Use of entrant's image in promotion does not constitute finalist status. Potential winners and any guests who will share in the prize will each be required to sign and return an Affidavit of Eligibility, Liability Release, and where lawful, a Publicity Release, within seven (7) days of notification, failing which the potential winner will be disqualified and another winner selected in the place of the disqualified person at random from all entries received. If any prize or prize notification is returned as non-deliverable, the potential winner will be disqualified and another potential winner will be selected in the original potential winner's place. By accepting the prize, the winner agrees that the Sponsor and those acting under the Sponsor's authority, may use winner's name, picture/portrait likeness and/or voice, for advertising and promotional purposes without further consideration, unless prohibited by law. **BY ACCEPTING THE PRIZE, THE WINNER AGREES THAT THE SPONSOR, ITS SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THE SPONSOR'S OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES**

**AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PRIZE RELATED ACTIVITY.** Subject to all federal, state and local laws. Void where prohibited.

## **9. Miscellaneous**

All entries become the sole property of Sponsor and none will be returned. All entries submitted may be used in the promotion of, or marketing of, the 2016 EQUUS Professional Horseman Award Contest. In the event of a dispute, entries made by Internet will be deemed made by the authorized account holder of the email address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an email address by an Internet access provider, service provider or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the email address associated with the winning entry. If for any reason the Contest is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsors reserve the right in their sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Contest. Sponsors are not responsible for late, lost, illegible, incomplete, stolen, or misdirected entries. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

## **10. Use of Information**

The collection and use of entrant information will be governed by Sponsor's online privacy policy, available for viewing at <http://equusmagazine.com/privacy-policy>.

### **11. Winner's List**

The winners' names will be available at [www.equisearch.com/about/giveaway\\_winners](http://www.equisearch.com/about/giveaway_winners) after March 30, 2017, or by sending a stamped self-addressed envelope to 2017 EQUUS Professional Horseman Award, Equine Network, 5720 Flatiron Parkway, Boulder, CO 80301.

### **12. Prize Providers**

Freedom Health (Succeed), HorseTech, Nutramax (Cosequin), SSG Gloves and USRider

### **13. Sponsor**

The Sponsor of this Sweepstakes is Active Interest Media, LLC, 300 Continental Blvd., Suite 650, El Segundo, CA 90245.