

## **THE BLUE BUNNY® “READY, SET, GO!” VOUCHER OFFER FOR A FREE YOUTH TICKET TO THE “GO BOWLING 400” RACE AT THE KANSAS SPEEDWAY**

### CONSUMER OFFER LANGUAGE:

FREE YOUTH TICKET TO THE GO BOWLING 400 RACE AT KANSAS SPEEDWAY when you buy at least \$10 in Blue Bunny® products and redeem the voucher in connection with the purchase of an adult ticket to the race.

To receive a voucher to claim your free youth ticket, upload valid receipt\* and complete claim form at [BlueBunnyRace.com](http://BlueBunnyRace.com) by May 10, 2017.

\*Receipt must identify specific Blue Bunny products purchased by name or UPC code, along with price, date of purchase and retailer name/address.

### ABBEVIATED RULES TO USE WITH CONSUMER OFFER LANGUAGE:

\*Must be 18+. One voucher per single purchase transaction of Blue Bunny products totaling at least \$10 (pre-tax) made 4/24/17-5/9/17, while supplies last. Claim form and uploaded receipt must be received by 5/10/17. Limit five (5) claims per person/email/household. Visit [www.BlueBunnyRace.com](http://www.BlueBunnyRace.com) for complete terms and claim process.

## **COMPLETE TERMS & CONDITIONS**

- 1. ELIGIBILITY:** The “Ready, Set, Go!” offer (the “Offer”) to receive a voucher (“Voucher”) that can be redeemed for a free youth ticket (valued at \$29) to the “Go Bowling 400” race at Kansas Speedway on May 13, 2017, with the purchase or proof of purchase of an adult ticket, is open to legal residents of the fifty United State and District of Columbia who are 18 years of age or older (“Eligible Participants”). The free “youth ticket” may be used by a child aged 12 or younger who is accompanied by a ticketed adult at the Race.
- 2. HOW TO EARN A VOUCHER:** Eligible Participants who purchase \$10 (pre-tax) of Blue Bunny® packaged or novelty ice cream in a single transaction (the “Required Blue Bunny Purchase”) between April 24, 2017 and May 9, 2017 (the “Purchase Period”) can claim a Voucher (while supplies last) that may be redeemed for a free youth ticket to the Race with the purchase (or proof of purchase) of an adult ticket, provided the Eligible Participant submits a completed online claim form with an uploaded digital photo of a valid store receipt documenting the Required Blue Bunny Purchase. For a store receipt to be valid, it must be printed and show the exact Blue Bunny products purchased (by name or UPC), the purchase price, date of purchase, and name/address of retailer (“Valid Receipt”). A Valid Receipt may be submitted only one time and thereafter is void and invalid for future claims.

Claims will be honored while supplies last (there are 5,000 Vouchers available). If all 5,000 Vouchers are claimed prior to the end date, a notice will be posted at [www.BlueBunnyRace.com](http://www.BlueBunnyRace.com) (the “Claim Site”). Limit five (5) Voucher claims per person, email address and/or household (each claim must be supported by a separate Valid Receipt for the Required Blue Bunny Purchase). Each claim (regardless of total amount of Blue Bunny purchase) is valid for only one (1) Voucher. This Offer is valid for end ticket users only (distributors, re-distributors are not eligible for this offer).

**3. HOW TO CLAIM A VOUCHER:** To claim a Voucher (while supplies last), Eligible Participants who make the Required Blue Bunny Purchase must complete the following steps between April 24, 2017 – May 10, 2017 (the “Claim Period”):

- (a) Take a digital photo of the Valid Receipt (the “Receipt Photo”). The entire Valid Receipt must be visible and legible in the Receipt Photo or the claim may be disqualified. You may not combine separate transactions and multiple receipts to meet the minimum purchase requirement.
- (b) Go to [www.BlueBunnyRace.com](http://www.BlueBunnyRace.com) (the “Claim Site”).
- (c) Complete the official online claim form (the “Claim Form”) on the Claim Site by providing your first and last name and valid email address.
- (d) Upload the Receipt Photo, and transmit the Claim Form and Receipt Photo by 11:59 p.m. Central Daylight Time on May 10, 2017.

For valid and properly submitted claims, Voucher will be emailed to the email address set forth on the Claim Form within twenty-four hours of receipt and processing of the claim. The Voucher may then be used to redeem a free youth ticket to the Race as detailed in Rule 4, below.

#### **4. HOW TO REDEEM YOUR VOUCHER FOR A FREE KID’S TICKET TO THE RACE:**

- (a) Each Voucher contains a code that is good for one (1) FREE youth grandstand ticket (valid for ages 12 and under) only when accompanied by the purchase or proof of purchase of an adult ticket for the Monster Energy NASCAR Cup Series Go Bowling 400 event on May 13, 2017. Please have your Blue Bunny voucher code(s) available to redeem for your FREE youth ticket. Seat locations will be in select sections and rows based on availability at the time of redemption. Only one (1) free ticket may be redeemed per Voucher code, and no more than five (5) Voucher codes may be redeemed per person/email/household. If you wish to purchase additional tickets, please let the Blue Bunny Customer Service Representative know and you can select your additional seats at that time.
- (b) REDEMPTION OPTIONS: The Voucher code can be redeemed in person or by calling the Kansas Speedway Ticket Office at 913.328.3391 (only this number).
  - i. TO REDEEM BY PHONE: Call the Kansas Speedway Ticket Office at 913.328.3391 and ask to speak with a Blue Bunny Customer Service Representative. Please have your Blue Bunny Voucher code(s) available to redeem for your FREE youth ticket. If you wish to purchase additional tickets, please let the Blue Bunny Customer Service Representative know and you can select your additional seats at that time.
  - ii. TO REDEEM IN PERSON: The Voucher code can be redeemed in person through Thursday, May 11, 2017, at the Kansas Speedway Ticket Office located at 400 Speedway Blvd (Exit 410 off of I-70) in Kansas City, KS 66111. Business hours are 9:00 a.m. to 5:00 p.m., Monday –

Friday. Please have your Blue Bunny Voucher code(s) available to redeem for your FREE youth ticket. If you wish to purchase additional tickets, please let the Blue Bunny Customer Service Representative know and you can select your additional seats at that time.

- (c) For Voucher codes redeemed before Monday, May 1, 2017, tickets can be mailed. For Voucher codes redeemed after May 1, 2017, tickets will be held in Will Call at the Kansas Speedway Ticket Office for pick up under the name on the order. A photo ID matching the name on the account must be presented at the time of pick up.
- (d) Voucher codes may not be redeemed for tickets after May 11, 2017.
- (e) VOUCHERS HAVE NO CASH VALUE. NO COPIES OR REPRODUCTIONS OF VOUCHERS WILL BE ACCEPTED. WE ARE NOT RESPONSIBLE FOR LOST, DELAYED, OR STOLEN VOUCHERS. ALL VOUCHER REDEMPTIONS AND SALES ARE FINAL NO REFUNDS OR EXCHANGES.

**5. LIMITATIONS:** Participants must have access to the necessary equipment (computer or mobile device) and high-speed internet access in order to participate. Please keep your original receipt until your Claim is fulfilled. Wells Enterprises, Inc. (the "Sponsor") reserves the right to require a participant to provide an original receipt for verification purposes upon request. Vouchers may not be transferred or sold. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void.

**6. MISCELLANEOUS:** Sponsor, Blue Chip Marketing Worldwide, Snipp Interactive, Kansas Speedway, and any other person or entity involved in the planning, administration, execution or fulfillment of this Offer, and all of their respective parent or affiliated entities, owners, officers, directors, employees, shareholders, members, agents or contractors (collectively "Released Parties") are not responsible and shall not be liable for (a) any incorrect or inaccurate information, theft, tampering, destruction, or unauthorized access to, or alteration of claims; (b) printing or other errors; (c) any claims or redemptions which are late, lost, delayed, incomplete, misdirected, stolen, mutilated, illegible, or any combination thereof; (d) any telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in connection with the fulfilling the Offer or in processing of claims; (e) failed, incomplete, garbled or delayed computer transmissions; (f) late, lost, illegible, incomplete, damaged or misdirected Claims; (g) any condition or event that may cause the Offer to be corrupted disrupted, terminated early or canceled in its entirety; (h) injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Offer; (i) or cancellation of the Race.

Persons found tampering with undermining or abusing any aspect of this Offer or the Claim Site, who are acting in a disruptive or unsportsmanlike manner or who are otherwise not in compliance with these terms, as solely determined by Sponsor, will not be eligible to participate in the Offer. Reproduction, sale, trade or purchase of receipts, Vouchers or tickets is prohibited.

Sponsor reserves the right to refuse any claim if violations of the Offer requirements occur. Offer rights may not be assigned or transferred.

Everything provided in connection with the Offer is provided "as is" without warranty of any kind, either expressed or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Sponsor reserves the right to cancel or modify the Offer for any reason, including if fraud, misconduct, technical failures, or event cancellations or disturbance, destroy the integrity of the program; or prevents the program from running as planned, as determined solely by Sponsor. In the event the Offer is terminated early, a notice will be posted at the Claim Site. Proof of submitting a claim will not be deemed to be proof of receipt by Sponsor.

Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts that cannot be validated for any reason will be rejected. For example only, and not an all-inclusive list, a receipt will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the administrator; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; (vii) reflects the use of more than an authorized number of coupons for the qualifying purchase; or (viii) is incorrectly or incompletely entered or submitted. Receipts and Vouchers cannot be sold, traded, auctioned or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. All Claims submitted become the property of Sponsor and will not be returned. Program is void where taxed, prohibited, or restricted by law. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. All applicable federal, state and local laws and regulations apply.

**7. LEGAL:** By submitting a claim or otherwise participating in the Offer (including without limitation using a Voucher or ticket to the Race), each participant agrees to release, discharge, indemnify and hold harmless the Released Parties from and against any claims, losses, damage or liability related in any way to the Offer, as well as any other claims, damages or liability due to any injuries, damages or losses (whether alleged, threatened, or actual) to any person or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any Voucher awarded or any activity associated with attending the Race.

Except where prohibited by law, as a further condition of participating in this Offer, each participant agrees that (a) any and all disputes and causes of action arising out of or connected with this program, shall be resolved individually, without resort to any form of class action, and exclusively, by final and binding arbitrations under the rules of the American Arbitration Association ("AAA"); (b) the Federal Arbitration Act shall govern the interpretations, enforcement and all proceeding at such arbitration; and (c) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstance will a participant or user of a Voucher be permitted to obtain awards for, and such participant or user of a Voucher hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorney's fees, including rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms, or the rights and obligations of participants and/or Sponsor in connection with the Offer, shall be governed by, and construed in accordance with, the laws of the State of Iowa, without

regard for conflicts of law doctrine, and all proceedings shall take place in Plymouth County, Iowa.

**8. PRIVACY POLICY:** Any personally identifiable information collected online at the Claim Site in connection with the Offer will be subject to Sponsor's Privacy Policy as posted on the Claim Site.

For questions regarding the Offer, email us at [help@BlueBunnyRace.com](mailto:help@BlueBunnyRace.com). © 2017 Wells Enterprises, Inc.