

Official Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

By entering the #DallasBIGMoments 2017 Instagram campaign (the "Contest"), you consent to be bound by these Official Contest Rules ("Official Rules"). Accordingly, you should read the official rules carefully before entering the Contest.

1. **Organizations Involved in the Contest.**

The organization involved in the Contest is Visit Dallas ("Sponsor").

2. **Contest Period.**

The Contest will begin on 05/8/17 at 06:00 AM (CT) through 05/31/17 at 20:59 PM (CT) (the "**Contest Period**"). All entries must be received by 05/31/17 at 20:59 PM (CT) ("**Entry Deadline Date**").

3. **Eligibility.**

You must be 18 years or older to win (or the age of majority in your state), and must be a US citizen. The Contest is subject to all applicable federal, state and local laws, rules and regulations. Void where prohibited by law. Employees, temporary employees, independent contractors and interns of the Contest Sponsor and each of their subsidiaries and immediate family, sales agents and their support staff and household members of such employees are not eligible. You can only win once. Participation constitutes entrant's full and unconditional agreement to these Official Contest Rules and Contest Sponsors' decisions, which are final and binding in all matters related to the Contest. Entries have no value and an entry does not entitle an entrant to any compensation of any type or kind.

4. **How to Enter:**

Participate by submitting a unique photograph at one of the ten designated selfie spots located in Dallas. These locations are listed at www.DallasBIGMoments.com. Participants are encouraged to take part in the challenge by uploading an original photo at one of the locations that is unique to Dallas on your personal Instagram account by using #DallasBIGMoments and tagging @Visit_Dallas in the caption. By participating in the challenge and adhering to the campaign parameters, you will be automatically entered into the Contest.

Participants can enter multiple times by visiting multiple locations and tagging the photo appropriately. Participants will receive one entry per location that's visited for a maximum of ten possible entries.

5. **Images Submitted.**

All images submitted using #DallasBIGMoments throughout the campaign period allows the Sponsor to retain photo assets from all Contest entries for use in future social media posts, digital marketing and promotional materials. All images will be held, used and processed by the Contest Sponsors and their business partners and affiliates, in accordance with their Privacy Policy.

6. **Description of Prize.**

The Grand Prize winner will receive 2 tickets to the Justin Bieber performance at AT&T Stadium in Arlington on July 29, 2017, limo service for two during the night of July 29, 1 night accommodation at Ritz-Carlton Dallas for July 29, and 2 x CityPASS booklets for four of the top attractions in Dallas (ARV: \$1,500).

Each of the two first prizes winners will receive 2 x tickets to see the Dallas Cowboys vs the Kansas City Chiefs on Saturday, November 5. Transportation will be included.

Each of the two second prize winners will receive 2 x tickets to see a regular season home game at the Dallas Mavericks or the Dallas Stars during the 2017/2018 season. Games are subject to availability. Plus 2 x CityPASS booklets for four of the top attractions in Dallas (ARV: \$500).

Two consolation prizes will be awarded which includes a set of 2 x CityPASS booklets (ARV: \$100 per booklet). Any difference between the stated ARV and the actual value of the prize will not be awarded in any form. Winner is solely responsible for all local, state and federal taxes related to any prize.

No substitutions will be provided for any of the prize packages.

7. **Winner Selection:**

Winner (individually and collectively, the "Winner") will be selected on or about 06/07/17. Judging will be conducted by Sponsor, based on the following criteria: 1) creativity, 2) quality of photograph, 3) uniqueness of photograph from among all eligible entries received. In the event the Sponsor does not receive any eligible entries, the Sponsor has the right to cancel the Contest. Judging will be conducted by Sponsor. Odds of winning will depend upon the total number of eligible entries received.

8. **Winner Notification:**

Winner will be notified on 06/07/17, via direct message on Instagram, by email, and/or at Sponsor's discretion, via phone. In the event the Winner doesn't respond to Sponsor's notification or does not accept the prize within forty eight (48) hours of notification, the prize will be deemed forfeited and an alternate Winner will be selected. No substitution of prize will be permitted. No transfers of the prize are permitted.

9. **Winner List:**

For a list of winners, send a self-addressed stamped envelope to
#DallasBIGMoments
c/o Visit Dallas
325 N. St. Paul Street
Dallas, TX 75201
You can also reach us by phone at 214.571.1000

10. **General Conditions.**

The winner must execute and provide to Contest Sponsors within 24 hours of Notification an Affidavit: (1) attesting to the winner's eligibility and compliance with the Official Rules; (2) providing a Liability Release that releases the Giveaway Sponsor from any liability arising out of the Contest and (3) a Publicity Release, allowing Contest Sponsors to use the winner's name, likeness, voice and biographical information for publicity purposes.