

## IGERS BOSTON BRT INSTAMEET CONTEST OVERVIEW

- IGers Boston BRT Instameet Contest #IGERSBOSTONBRT runs from June 24th until July 2<sup>nd</sup> 2017
- Instagram pictures taken during the event only. Tag both @bosbrt, @IGersBoston on the picture and use hashtags #BosBRT #IGersBostonBRT to be eligible for the grand prize.
- The contest theme, **Beauty and the Bus**, is based on the picture that most beautifully captures the city, the bus and the experience during the Instameet event.
- No limit on the number of entries
- The grand prize, one DJI Mavic Pro photo/video drone, will be awarded to one of the participants of the Instameet event.
- 3 Finalists will be determined by a group of judges from the Boston BRT and IGersBoston.
- Winner will be determined by a public vote on the IGersBoston feed. The finalist image with the most likes by the end of the voting period will be declared the contest winner.
- Images submitted to #BosBRT and/or #IGersBostonBRT may be featured on the Boston BRT and/or IGersBoston blogs and social media channels.

## BEAUTY AND THE BUS CONTEST RULES

**1. Eligibility:** This Contest is open only to those who are 18 years of age or older as of the date of entry. The Contest is only open to legal residents of the United States, and is void where prohibited by law. BostonBRT, its affiliates, subsidiaries, advertising and promotion agencies, are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

**2. Agreement to Rules:** By participating, the Contestant ("You") agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of BostonBRT as final and binding as it relates to the content of this Contest.

**3. Contest Period:** Entries will be accepted via Instagram post starting on June 24th, 2017 at 2pm EST time, and ending July 2<sup>nd</sup> 2017 at 11:59pm, EST. All entries must be received by July 2<sup>nd</sup> 2017 at 11:59pm, EST.

**4. How to Enter:** To enter the Contest, Instagram images with scenes of a bus with the #BosBRT and tag @BosBRT. The contest website is <http://www.bostonbrt.org/beauty-and-the-bus>. The entry must fulfill all Contest requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of BostonBRT and/or IGersBoston. You may enter multiple image submissions during the contest period. You must provide the information requested. You may not enter more times than indicated by using multiple email addresses, identities, or devices in an attempt to circumvent the rules. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of BostonBRT and/or IGersBoston.

**5. Prizes:** The Winner of the Contest (the "Winner") will receive one DJI Mavic Pro photo/video drone. Actual/appraised value may differ at time of prize award. The specifics

of the prize shall be solely determined by BostonBRT. No cash or other prize substitution shall be permitted except at BostonBRT's discretion. The prize is nontransferable. Any and all prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for BostonBRT to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

**6. Odds:** The odds of winning depend on the number of eligible entries received.

**7. Winner Selection and Notification:** 3 finalists will be selected by vote a panel of social media experts from the Boston community under the supervision of BostonBRT and IGersBoston. The 3 finalist will be posted on IGersBoston for a 24 hour voting period in which its 90,000+ audience will cast their votes by liking their favorite image. The finalist image with the most likes by the end of the voting period will be declared the winner and will be re-posted as the contest winner in both the IGersBoston and BosBRT Instagram accounts. In addition to the public winner announcement on the aforementioned Instagram channels, the winner will be notified by Direct Message on social media within five (5) days. Neither BostonBRT or IGersBoston shall have any liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 10 days from the time award notification was sent, the prize may be forfeited and an alternate Winner will be selected. Winners may be required to present a photo ID to claim prize. Winners must use their full names to accept prize. Receipt by Winner of the prize offered in this Contest is conditioned upon compliance with any and all federal, state, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT BOSTONBRT'S SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

**8. Rights Granted by You:** By entering content (photo or video), You understand and agree that BostonBRT and anyone acting on behalf of BostonBRT shall have the right, where permitted by law, to print, publish, broadcast, distribute and use in any media now known or hereafter developed, in perpetuity and throughout the World, without any further compensation, notice, review, or consent. By entering this content, You represent and warrant that your entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of BostonBRT if the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party. You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless BostonBRT from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which BostonBRT may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

**9. Terms & Conditions:** BostonBRT reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest should a virus, bug, non-authorized human intervention, fraud, or other cause beyond BostonBRT's control corrupt or affect the administration, security, fairness, or proper conduct of the Contest. In such case, BostonBRT may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by BostonBRT. BostonBRT reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Terms & Conditions. BostonBRT has the right, in its sole discretion, to maintain the integrity of the Contest, to void votes for any reason, including, but not limited to: multiple entries from the same user from different identities; multiple entries from the same user in excess of that allowed by Contest rules; or the use of bots, macros, scripts, or other technical means for entering and/or manipulating the result. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such attempt be made, BostonBRT reserves the right to seek damages to the fullest extent permitted by law.

**10. Limitation of Liability:** By entering, You agree to release and hold harmless BostonBRT and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.

**11. Disputes:** This Contest is governed by the laws of The United States and Massachusetts, without respect to conflict of law doctrines. As a condition of participating in this Contest, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Massachusetts having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Contest). Participant further waives all rights to have damages multiplied or increased.

**12. Winners List:** To obtain a copy of the Winner's name or a copy of these Official Rules, email your request to: [contact@BostonBRT.org](mailto:contact@BostonBRT.org)

**13. Social Media:** The Contest is hosted by BostonBRT and is in no way sponsored, endorsed, administered by, or associated with DJI, Facebook, Twitter or Instagram.