

## New York State Fair Instagram Contest

AMERICAN DAIRY ASSOCIATION NORTH EAST, INC.

### INSTAGRAM CONTEST AT THE GREAT NEW YORK STATE FAIR OFFICIAL RULES

No Purchase Necessary to Enter or to Win. A purchase will not increase your chances of winning.

1. Eligibility: The American Dairy Association North East, Inc. (ADANE), Instagram #VirtuallyButterTogether Contest (the "Contest") is open to Instagram users residing in New York who are 13 years of age or older and who have the Instagram application downloaded on their mobile smart device ("Device") and an Instagram account as of date of entry.
2. Employees of Sponsor, Sponsor's parent, subsidiaries, affiliated companies, advertising or promotional agencies and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employee, and all those with whom such employee are domiciled, are NOT eligible. Void where restricted or prohibited, and subject to all federal, state, and local laws.
3. Contest Period: The Contest begins on Thursday, August 20, 2020 at 8:00 a.m. Eastern Time ("ET") and ends on Monday, August 24 at 8:00 a.m. ET (the "Entry Period").
4. How to Enter the Contest: NO PURCHASE NECESSARY to enter the Contest. A purchase will not increase your chances of winning.
5. Before entering the Contest, your Instagram account must be set to public, so we can see your submitted photo.
6. To enter the Contest, you must submit a picture of you and/or your family enjoying a dairy product of your choice and use the hashtag #VirtuallyButterTogether.
7. Entrants are permitted an unlimited number of entries during on-going contest.
8. Use of computer programs and/or other automated devices to enter the Contest is prohibited. Normal internet access and Device usage charges imposed by your on-line service will apply.
9. Prizes for entrants via Instagram. Five Grand Prizes include: A single cardboard cutout of the winner to be placed at the 2020 New York State Fair butter sculpture unveiling event on September 1, 2020, "free pizza for one year" (the winner may select from a \$500 gift card from Domino's or Pizza Hut (the equivalent of one free pizza per week), and a Chromebook (valued at no more than \$400). No substitution or transfer of prize permitted.
10. All applicable federal, state, and local taxes related to the prize are the sole responsibility of the winner.
11. No entrant may win more than one Prize.
12. Data Protection/Privacy Policy: Information collected in connection with the Contest is subject to our privacy policy, located on the ADANE website ([www.americandairy.com](http://www.americandairy.com)), and applicable data protection laws. Each entrant agrees to the collection, processing and storage of entrant's personal data for purposes of the Contest.

13. Jurisdiction: The Contest shall be governed by and interpreted in accordance with the laws of the state of New York applicable to promotions fully carried out within New York. Except where prohibited by law, any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' and/or experts' fees; and winner hereby waives all rights to claim punitive, incidental and consequential damages and any other damages (including attorney's fees), other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. Each prize winner acknowledges that no other party nor any agent or attorney of any other party has made any promise, representation or warranty whatsoever, express or implied, not contained herein concerning the subject matter hereof, to induce the winner to execute any document and the winner acknowledges that he or she has not executed any document in reliance on any such promise, representation or warranty not contained herein. Any waiver by Sponsor and its affiliates of any term of any document in a particular instance shall not be a waiver of such term for the future. The winner agrees that the invalidity or enforceability of any part of any document shall in no way affect the validity or enforceability of any of the remainder of that document.

14. Winner's Announcement: ADANE marketing and communications staff will review all photos and select prize winners randomly. Prize winners will be contacted through Instagram, and the name of the prize winners will be announced on our Instagram page @americandairyne.

15. Sponsor: The Sponsor of the Contest is American Dairy Association North East Inc., North Syracuse, NY.

16. The Contest is not sponsored, endorsed or administered by Instagram.