

HOT HARLEY NIGHTS PROMOTION OFFICIAL RULES

The following constitute the rules for the Hot Harley Nights promotion and Mad River Harley-Davidson's ("Sponsor") Harley-Davidson Motorcycle giveaway promotion ("Promotion"). Mad River Harley-Davidson serves as promotion sponsor ("Sponsor").

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. The promotion is open to any legal U.S. resident eighteen (18) years of age or older who has a valid US driver's license and resides in the 48 contiguous United States with the exception of NY, RI, VT, WA, FL and Puerto Rico and/or where prohibited by law. Owners, officers and employees (including their immediate families (parents, spouse, children and siblings or any member of their households) of Mad River Harley-Davidson, prize suppliers, on site promotion sponsors and any of their advertising and promotion agencies, affiliates and representatives are ineligible to enter/win.
2. **PROMOTION PERIOD:** Promotion begins April 15, 2023 and ends September 30, 2023 (the "**Promotion Period**").
3. The promotion will be conducted as follows:
 - There will be a total of **135 keys**, only one of which will start the prize ("**Winning Key**"). The holder of the winning key will be awarded the prize in accordance with these rules regarding qualification of the winner and claiming the prize. The holders of the remaining 99 keys will be awarded no prize. One entry per person, per event.
 - You may obtain one of the 135 keys (selected as a **Qualifier**) in the following ways:

a. **Promotion Activation Event** (referred to as "**PAE**")

Between April 15, 2023 and ends September 30, 2023 there will be (#) **PAE's** (each, an "**Event**" and collectively, the "**Events**") at

- Mad River Harley-Davidson, 5316 Milan Rd., Sandusky, OH 44870,
- Pub 400
- The Cove Inn
- Rockin' Horse Saloon
- Margaritaville
- Barrel House Saloon

Persons desiring to enter must complete an official entry blank and deposit it in the official entry box during the official start and end times only at the designated location (no mechanical reproductions will be accepted), while supplies last only. At the end of each such Event, Sponsor will randomly select one-five (1-5) entries, as specified below, who will be qualified to participate in the Grand Prize Harley Giveaway Event, subject to verification of eligibility and compliance with these Promotion rules (each a "Qualifier"). At Mad River events, key drawings will occur at 3pm or 4pm. The participant need not be present to win except otherwise stated. At remaining locations, participants need not be present except for 5th key drawn. Drawings will occur at

9pm. Each potential Qualifier will be contacted by phone at the phone number provided on his or her entry within two (2) business days of random drawing at the particular Event in which a potential Qualifier is entered. If Sponsor is unable to contact any potential Qualifier to notify such person that he or she has been selected as a Qualifier, such person's opportunity to participate as a Qualifier shall be forfeited. Sponsor will only be required to leave one (1) message at the number provided in the potential Qualifier's entry form. If no answer or answering machine is reached, Sponsor will not be obligated to attempt any further contact. However, Sponsor reserves the right, in its sole discretion, to attempt to contact any potential Qualifiers more than once and shall not be required to attempt to contact all potential Qualifiers an equal number of times. Below is a detailed listing of each PAE event start times, event end times, number of keys given away/Qualifiers Selected, drawing times and dates.

Venue	Event Name	Entry Period	Event Start Time	# of keys drawn	Entry Type	Key Drawing Date	Approx. Key Drawing Time
Rockin' Ranch Saloon	Hot Harley Nights Bike Night	5/18/23	6pm	5	Paper	5/18/23	9pm
Barrel House	Hot Harley Nights Bike Night	5/25/23	6pm	5	Paper	5/25/23	9pm
Margarita ville	Hot Harley Nights Bike Night	6/1/23	6pm	5	Paper	6/1/23	9pm
Cove Inn	Hot Harley Nights Bike Night	6/8/23	6pm	5	Paper	6/8/23	9pm
Pub 400	Hot Harley Nights Bike Night	6/15/23	6pm	5	Paper	6/15/23	9pm
Rockin' Ranch Saloon	Hot Harley Nights Bike Night	6/22/23	6pm	5	Paper	6/22/23	9pm
Barrel House	Hot Harley Nights Bike Night	6/29/23	6pm	5	Paper	6/29/23	9pm
Margarita ville	Hot Harley Nights Bike Night	7/6/23	6pm	5	Paper	7/6/23	9pm
Cove Inn	Hot Harley Nights Bike Night	7/13/23	6pm	5	Paper	7/13/23	9pm
Pub 400	Hot Harley Nights Bike Night	7/20/23	6pm	5	Paper	7/20/23	9pm

Rockin' Ranch Saloon	Hot Harley Nights Bike Night	7/27/23	6pm	5	Paper	7/27/23	9pm
Barrel House	Hot Harley Nights Bike Night	8/3/23	6pm	5	Paper	8/3/23	9pm
Margarita ville	Hot Harley Nights Bike Night	8/10/23	6pm	5	Paper	8/10/23	9pm
Cove Inn	Hot Harley Nights Bike Night	8/17/23	6pm	5	Paper	8/17/23	9pm
Pub 400	Hot Harley Nights Bike Night	8/24/23	6pm	5	Paper	8/24/23	9pm
Rockin' Ranch Saloon	Hot Harley Nights Bike Night	8/31/23	6pm	5	Paper	8/31/23	9pm
Barrel House	Hot Harley Nights Bike Night	9/7/23	6pm	5	Paper	9/7/23	9pm
Margarita ville	Hot Harley Nights Bike Night	9/14/23	6pm	5	Paper	9/14/23	9pm
Cove Inn	Hot Harley Nights Bike Night	9/21/23	6pm	5	Paper	9/21/23	9pm
Pub 400	Hot Harley Nights Bike Night	9/28/23	6pm	5	Paper	9/28/23	9pm
Mad River Harley-Davidson	Hot Harley Nights Unveil	4/15/23	10am	1	Paper	4/15/23	4pm
Mad River Harley-Davidson	Hot Harley Nights Key Giveaways	5/13/23	10am	5	Paper	5/13/23	4pm
Mad River Harley-Davidson	Hot Harley Nights Key Giveaways	6/17/23	10am	5	Paper	6/17/23	4pm
Mad River Harley-Davidson	Hot Harley Nights Key Giveaways	7/15/23	10am	5	Paper	7/15/23	4pm
Mad River Harley-Davidson	Hot Harley Nights Key Giveaways	8/19/23	10am	5	Paper	8/19/23	4pm
Mad River Harley-Davidson	Hot Harley Nights Key Giveaways	9/30/23	10am	5	Paper	9/30/23	3pm
Mad River Harley-Davidson	Hot Harley Nights Key Giveaways	5/26/23 - 6/4/23	10am	1	Paper	6/5/23	10a m

Alternative Entry Method (Mail):

You may enter the Promotion by sending a S.A.S.E. (Self Addressed Stamped Envelope) to Mad River Harley-Davidson Hot Harley Nights, *5316 Milan Rd. Sandusky, OH 44870*. You must include a S.A.S.E. requesting an official entry form. The request must be received no later than 9/1/23 and must contain Registrants full name, complete address (including apartment or suite number, and zip code), phone number, and date of birth. Once request is received, sponsor will send out an official entry form. Registrant must return completed entry form, in its entirety to: Mad River Harley-Davidson Hot Harley Nights, 5316 Milan Rd. Sandusky, OH 44870. A Registrant can submit a mail entry only once. All mail-in entries will be combined with all Dealership Event Entries from which all aforementioned will be selected through a random sponsor-conducted drawing. Odds of qualifying through this method of entry depend on the number of eligible entries received. The sponsor will notify mail Qualifier by phone if selected. Please note that in accordance with the rules of this giveaway, each participant is eligible to win only one qualifying key. In the event that a participant is randomly selected for multiple qualifying keys, the subsequent keys will be redrawn to ensure fairness and equal opportunity for all participants.

4. All Qualifiers, subject to verification of eligibility and compliance with these Promotion rules, will be invited to participate in The Grand Prize Harley Giveaway Event (the “**Grand Prize Event**”). The Grand Prize Event will take place on Saturday, September 30th, 2023 at *Mad River Harley- Davidson 5316 Milan Rd. Sandusky, OH 44870*. *Grand Prize giveaway starts at 10:00 AM and ends at 5:00 PM, key turning will start at 4:00 PM and the Prize giveaway will be at approximately 4:30 PM.*
5. There will be 135 Qualifiers selected in this Promotion. In the event that a finalist does not show up on the day of the giveaway, an alternate finalist will be drawn from the people present at the finale event.
6. **IN ORDER TO PARTICIPATE IN THE GRAND PRIZE EVENT QUALIFIERS MUST ATTEND THE GRAND PRIZE EVENT IN PERSON AND CHECK-IN WITH SPONSOR STAFF.** Qualifiers must check-in at the Check-In Table, present a valid government-issued picture ID and will be required to sign a Release “as-is” at check-in. Any Qualifier that does not check-in and produce and execute all required documentation at the Check-In Table will be disqualified and their opportunity to participate in any portion of the Grand Prize Event shall be forfeited. Properly checked-in Qualifiers will be deemed “Finalists” in this contest. In the event that Qualifier cannot be present, a proxy may stand in for that Qualifier. The proxy designated by the Qualifier must provide written authorization from the Qualifier including Qualifiers name, Proxy’s ID, and a photocopy of the Qualifiers valid driver’s license is required.

7. Key Finalists are required to present a photo ID at the Grand Prize Event and to register by Sponsor specified time. During registration, each finalist, at random, will draw a number from

1-135. This represents their order in which they will select an actual prize key for a chance to try to start the prize. Approximately a half hour after the required registration time, in the case the total number of Finalists is less than 135, event participants, not currently qualified to win the prize will be eligible to enter-to-win on site. Non-qualified event participants will be directed to fill out an entry form.

Sponsor will then conduct a random drawing until

135 finalists are qualified to participate in the event. This official number serves to designate the order in which each Finalist will line-up to participate in the Grand Prize Event. Finalists will then, in ascending numerical order select a key at random from a jar of 135 keys, with which they will have a chance to try to start the prize until the winning key starts the bike. Each qualified finalist will have a chance to start the prize. As soon as the prize is started with the key, that finalist becomes the winner, and the contest is officially over.

There will be a staff member at the prize who will try the prize key a 2nd time as additional backup. Once a key is used to try to start the prize, it will be taken by this staff member and placed into a 2nd container so it does not become mixed with the original keys.

Only one (1) of the one hundred ten (135) keys will start the prize. The first Finalist whose key starts the prize will be declared the Grand Prize Winner, subject to verification of eligibility and compliance with these Promotion rules, and the Promotion will be immediately over. **There will be only one (1) Grand Prize Winner.** No other Finalists will be permitted to try a key after that point. It is a possibility that not all Finalists will be able to try their key.

8. Participants hereby agree to strictly follow all instructions and directions given by Sponsor personnel at the Grand Prize Event and understand that any intentional failure to comply with these Promotion rules or procedures or instructions given by Sponsor staff will result in immediate disqualification. In no event will any “deal-making” between participants be permitted. Sponsor reserves the right to disqualify any person that it suspects has participated in or offered or accepted any type of “deal-making” with respect to this Promotion.
9. It is the responsibility of the winner to claim the prize within the specified timeframe. Unclaimed prize will automatically be forfeited.
10. In the event that winner voluntarily chooses not to accept prize, he/she automatically forfeits all claims to that prize. Sponsor then has the right, but not the obligation, to award that prize to a promotion runner-up.

11. Sponsor may substitute another prize of equal value, in the event of non-availability of a prize.
12. By participating, each Qualifier, as well as the Grand Prize Winner, consents to the publication or other use by Sponsor of his or her name, biographical information and likeness in any media, including the internet, for any commercial, publicity or promotional purpose, without limitation, review or approval, or additional compensation.
13. By participating, entrants agree to abide by and be bound by these rules and all judges' decisions and to fully release, forever discharge and hold harmless Sponsor and their parent companies, subsidiaries, advertising and promotion agencies and their respective officers, directors, employees, prize suppliers and agents from all claims, costs, losses, liabilities and damages arising out of their participation in the promotion and the acceptance and use/misuse of the prizes, including but not limited to any personal injury or death sustained as a result of the use/misuse of the prize.
14. If for any reason, the promotion is not capable of running as planned for any reason, beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity of the Promotion, the Sponsor reserves the right in its discretion to disqualify any individual it believes has tampered with the entry process, and/or cancel, terminate, modify or suspend the Promotion. The Sponsor, Mad River Harley-Davidson, Barrel House Saloon, The Original Margaritaville, Pub 400, Rockin' Ranch Saloon and The Cove Inn, and their respective advertising and promotion agencies, parent companies, subsidiaries, affiliates, dealers, officers, directors, agents and employees (i) assume 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 alternation of, entries: (ii) are not responsible for any problems or technical malfunction of any telephone network or lines, equipment malfunction, computer on-line systems, telephone outages, delays, busy signals, equipment, software, failure of any call or text to be received by the Sponsor on account of technical problems, human error or traffic congestion, including any injury or damage to the participant's or any other person's phone related to or resulting from participation in this Promotion.
15. Additions or deletions to these rules may be made at the discretion of Sponsor and may be enacted at any time. Promotion Rules and addenda are available for review at madrivharley.com. **Prize**

16. One (1) winner will receive a customized **2023 Harley-Davidson Street Glide in Redline Red** (referred to as “prize”). Approximate Retail Value of Prize (“ARV”): **\$29,999**
17. Winner must accept prize as specified by Sponsor or prize may be forfeited and awarded to an alternate winner. Any difference between stated value and actual value will not be awarded, unless at Sponsors sole decision. Grand Prize Winner shall be solely responsible for obtaining and payment of state title, required registration, inspection, insurance coverage, documentation fee, and taxes for the Grand Prize. Winner will also be issued an IRS 999 tax form for prize received. Grand prize must be picked up at *Mad River Harley-Davidson, 5316 Milan Rd. Sandusky, OH 44870*. Grand Prize Winner will be required to complete all relevant transfer documents for the Grand Prize at *Mad River Harley-Davidson, 5316 Milan Rd. Sandusky, OH 44870* during regular business hours. Neither Sponsor or *Mad River Harley-Davidson* has made or is responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to such vehicle, including without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer’s warranty that may apply to the vehicle. Winner will receive an Affidavit of Eligibility/ Waiver of Liability. Winner must sign prior to taking delivery of prize. No cash substitution of prize is permitted.
18. Odds of winning depend on total number of eligible entries received. Odds of becoming a Qualifier through a PAE and Dealer Event depend, in part, on the number of entries received at that particular Event. Odds of a Qualifier winning the Grand Prize depend on the total number of eligible Qualifiers who attend the Grand Prize Event who are timely checked-in but shall in no event exceed 1:135.
19. **WINNER’S LIST:** For a list of winner, send a self-addressed, stamped envelope to: *Mad River Harley-Davidson, 5316 Milan Rd. Sandusky, OH 44870*, for receipt by September 1, 2023. For a copy of these Official Rules, visit www.madriverharley.com.

Sponsor

20. The sponsor of this contest is: *Mad River Harley-Davidson, 5316 Milan Rd. Sandusky, OH*