

INNISFIL FARMERS' MARKET SPECIAL EVENT CONTEST (The "Contest")

THIS CONTEST IS ONLY OPEN TO RESIDENTS OF CANADA AND IS GOVERNED BY CANADIAN LAW AND THE LAWS OF THE PROVINCE OF ONTARIO.

SEE BELOW FOR FULL CONTEST DETAILS. PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY, THESE CONTEST RULES (THE "**CONTEST RULES**")

CONTEST PERIOD

- 1) The Contest begins on Thursday June 29, 2017 at 2:00 p.m. Eastern Time ("ET") and will be held during the Special Events to be hosted on June 29, 2017, July 27, 2017, August 24, 2017, September 21, 2017 and ends on Thursday October 5, 2017 at 6:30 p.m. ET (the "**Contest Period**"). The Contest Period is composed of the following stages:
 - a. **Entry Period:** Begins on Thursday June 29, 2017 at 2:00 p.m. Eastern Time ("ET") and ends at 6:30 p.m. ET on each of the Special Events to be hosted on July 27, 2017, August 24, 2017, September 21, 2017 and ends on Thursday October 5, 2017 at 6:30 p.m. ET;
 - b. **Selection Period:** Begins Thursday June 29, 2017 at 6:30 p.m. ET at the Innisfil Farmers' Market, 7315 Yonge Street, Innisfil ON and on each of the Special Events to be hosted on July 27, 2017, August 24, 2017, September 21, 2017 and ends on Thursday October 5, 2017 at 6:30 p.m. ET; and
 - c. **Contact Period:** Begins on Thursday June 29, 2017 at 6:30 p.m. Eastern Time ("ET") and ends on Thursday October 5, 2017 at 6:30 p.m. ET.
- 2) The Contest is open to all Canadian residents who are 18 or older, except Innisfil Farmers' Market vendors and their employees, Innisfil Farmers' Market Committee Members (and those with whom such employees are domiciled) (the "**Sponsor**"), and the Contest judges.

HOW TO ENTER

- 3) To participate in this Contest you must:
 - a. Must be a resident of Canada.
 - b. Have a valid e-mail account or phone number.
 - c. Be 18 or older.
- 4) You will receive one (1) ballot for Entry in the contest upon purchase from one of the Innisfil Farmers' Market vendors. Use of any automated system to submit Entries is prohibited and will result in disqualification.

BY SUBMITTING AN ENTRY, YOU ACKNOWLEDGE THAT YOUR ENTRY (INCLUDING YOUR NAME AND PICTURE) MAY BE POSTED ON TWITTER, FACEBOOK AND/OR SPONSOR'S PROPRIETARY WEBSITE, WHERE IT MAY BE VIEWED, SHARED (BY USERS OF TWITTER AND VARIOUS OTHER INTERNET-BASED SITES) AND COMMENTED ON BY THE SPONSOR AND THE GENERAL PUBLIC.

JUDGING CRITERIA FOR SELECTING FINALISTS

- 5) During the Selection Period, the Sponsor will randomly draw one ballot having been entered

into the ballot box by 6:30 p.m. for each of the prizes available. The draw will take place at the Innisfil Farmers' Market, 7315 Yonge Street , Innisfil ON.

- 6) The prize(s) will be awarded to the first ballot drawn and will be for one Taste of the Innisfil Farmers' Market gift pack valued at up to \$100 (Cdn). Should additional prizes become available throughout the Entry Period, additional names will be drawn and awarded subject to the Terms of the donor. Prizes must be accepted as awarded and are not transferable or convertible to cash. Some prizes may be perishable, it is the winners' responsibility to collect their prize; the Sponsor is not responsible for items not collected prior to expiration. No substitutions except at Sponsor's option. Sponsor reserves the right to substitute or change a prize or a prize component with one of equal or greater value, including without limitation, but solely in the Sponsor's discretion, a cash award. Prizes will only be awarded to the person who is the owner of the e-mail account. Odds of winning are based on the number of entries received.
- 7) Before being declared a winner of the respective prize, the participant must respond to the contact e-mail or phone call from the Sponsor. If the selected winner cannot be contacted within three (3) attempts or before the end of the Contact Period (whichever occurs first) then he/she will be disqualified and forfeit his/her prize. The Sponsor, at its sole and absolute discretion, may make a random selection for this prize from the remaining entries submitted.
- 8) A winner will be declared once they have correctly answered a time limited mathematical skill-testing question to be administered by phone.
- 9) Winners will be required to sign and return before the end of the Contact Period a declaration of eligibility and a liability/publicity release. The liability/publicity release will:
 - a. Confirm compliance with the Contest Rules.
 - b. Releases, the Innisfil Farmers' Market, the Town of Innisfil, its affiliated companies and agents, advertising and promotion agencies, respective officers, directors, agents, representatives, successors and assigns from any liability in connection with the Contest, the entrant's participation therein and/or the awarding and use or misuse of the prize or any portion thereof; and
 - c. Grants to the Sponsor the right to use the selected entrant's name, address and likeness in any form of advertising relating to the Contest without further notice or compensation.

GENERAL

- 10) By entering the Contest, each entrant agrees to abide by these Contest Rules. This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited by law. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal.
- 11) Sponsor reserves the right to amend the Contest Rules and the Contest as necessary without prior notice or obligation and to cancel, suspend, withdraw or amend this Contest in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Contest Rules. Any attempt to deliberately undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal

prosecution.

- 12) You must warrant that your participation in this contest meets the requirements, set out above. Sponsor reserves the right to deem ineligible and exclude from the Contest any entry that the Sponsor, in its sole and absolute discretion, determines does not meet the Contest Rules. Your right to submit a ballot must not be restricted in any way. You must be able to provide legal releases for use of your name and photo for use by the Sponsor.
- 13) All entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor.
- 14.) In the event of a dispute, Entries will be deemed to have been submitted by the authorized account holder of the email address or phone number provided at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. If the identity of an online entrant is disputed, the authorized account holder associated with the email account at the time of entry will be deemed to be the entrant. A selected entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected Entry.
- 15.) Personal information is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, Chapter M.56, as amended, and will be used for sending e-mail updates, mailing lists and information about the Innisfil Farmers' Market unless the entrant otherwise agrees to receive further communications from the Sponsor. Information contained within the completed entry will be used for the purpose of reviewing marketing initiatives related to the Innisfil Farmers' Market. Personal information is not linked to this data.