

The 2018 Honda Stage at Music Festivals Sweepstakes

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VALID IN THE 48 CONTIGUOUS UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY.

PLEASE NOTE! To enjoy any First Prize, the winner of the applicable prize must be available to attend as noted below (Governors Ball in NYC on June 1 – 3, 2018; Austin City Limits in Austin, TX Weekend 1 on October 5, 2018 – October 7, 2018; Austin City Limits in Austin, TX Weekend 2 on October 12 – 14, 2018). If the potential winner of the applicable prize cannot attend that prize during these dates, he/she may be disqualified at Sponsor’s sole discretion. TRAVEL AND ACCOMMODATIONS ARE NOT PROVIDED AS PART OF THE PRIZE.

1. **ELIGIBILITY:** To enter the Sweepstakes, you must, at the time of entry, (i) be a legal U.S. citizen residing in the 48 contiguous United States or the District of Columbia, (ii) be 18 years of age or older, (iii) be physically located in the 48 contiguous United States or the District of Columbia; and (iv) have Internet access and a Twitter account as of the start of the Sweepstakes Period (defined below). Sweepstakes is void in Alaska, Hawaii, all areas outside of the 48 contiguous United States and the District of Columbia, and where prohibited by law. The Sweepstakes and any websites, webpages and advertisements relating thereto are intended for viewing only within the United States. Entries received from persons residing outside of the eligible geographic areas, or where restricted or prohibited by law or persons who are not legal U.S. citizens will be disqualified. Employees, officers and directors of American Honda Motor Co., Inc. (“**Sponsor**”), Southern Made LLC (“**Sweepstakes Administrator**”), Marketing Factory, Inc., their advertising and promotion agencies, and their respective parent companies, affiliates, franchisees, subsidiaries and agencies (collectively, the “**Sweepstakes Entities**”), and their immediate families (parents, siblings, children and spouses of each, regardless of where they live) and members of the households (whether related or not) of such employees, officers and directors, are ineligible to participate in this Sweepstakes. The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter.
2. **SWEEPSTAKES PERIOD:** The 2018 Honda Stage at Music Festivals Sweepstakes (“**Sweepstakes**”) begins at 9:00 a.m. (Pacific Time [“**PT**”]) on May 17, 2018, and ends at 11:59 p.m. PT on October 31, 2018 (“**Sweepstakes Period**”). During the Sweepstakes Period, there will also be two “**Entry Periods**.” See chart below for each Entry Period. All eligible entries received during the Sweepstakes Period will be entered to win the Grand Prize (defined below). Eligible entries received during the Entry Periods will be entered to receive the “**First Prize(s)**” associated with each Entry Period.
3. **HOW TO ENTER FOR THE GRAND PRIZE AND A FIRST PRIZE:** There are two ways to obtain entries into the Sweepstakes:

- i. Visit <http://music.honda.com> during the Sweepstakes Period and click on the link to the official online entry form for the Sweepstakes (the “**Entry Form**”). Then complete the Entry Form in its entirety by providing all required information and submit your Entry Form in accordance with the on-screen directions. All entrants must complete this step to enter the Sweepstakes.
- ii. Twitter Bonus Entry: After submitting the Entry Form, entrants can obtain one (1) additional entry by selecting the option on the entry confirmation page to share a message about the Sweepstakes on Twitter. Your Tweet must (i) include the following hashtag #Sweepstakes; and (ii) comply with the “Tweet Requirements”. Note: If you do not make your Tweet public, Sponsor may not receive your entry. Each entry will be deemed to have been submitted by the natural person assigned the Twitter account associated with the entry. **Tweet Requirements**: Ineligible responses include responses that are in whole or in part, threatening, abusive, harassing, defamatory, libelous, hateful, embarrassing to another person or entity, deceptive, obscene, invasive of another's privacy, tortious, contains racial slurs, or contains explicit or graphic descriptions or accounts of, sexual acts, or is not within the spirit of the Sweepstakes, as determined by Sponsor in Sponsor's sole discretion.

(hereafter, all eligible entries collectively referred to as “**entry**” or “**entries**”).

All eligible entries received during the Sweepstakes Period will be entered to win the Grand Prize. Eligible entries received during the Entry Periods will be entered to receive the First Prize(s) associated with each Entry Period as indicated below:

Entry Period #	"Entry Period" (Unless otherwise indicated, period starts at 9:00 a.m. PT on the first day indicated below and ends at 11:59 p.m. PT on the last day indicated below)	Selection and Notification (on or about)	Prize
Entry Period 1	05/17/18 – 05/23/18	05/24/18	Two VIP tickets to Governors Ball on June 1 – 3, 2018 (Travel not included)
Entry Period 2	05/17/18– 09/16/18	09/21/18	Prize 1 – Two VIP tickets to Austin City Limits on October 5 – October 7, 2018 (Travel not included) Prize 2 – Two VIP tickets to Austin City Limits on October 12 – 14, 2018 (Travel not included)

Sweepstakes Period	05/17/18 – 10/31/18	11/06/18	One (1) Grand Prize – The option to select one of the following: (1) a Honda Civic Coupe EX-L automobile, (2) a Honda Civic Hatchback EX-L, (3) a Honda Civic Sedan EX-L, or (4) \$10,000.
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There is a limit of one (1) Entry Form per person, and one (1) Twitter Bonus entry per person, for a total of no more than two entries per person per prize regardless of Entry Period. Any use of automated, robotic, macro, programmed or similar quick-entry programs, attempts to exceed the maximum number of entries permitted, or use of more than one (1) email address per entrant, is prohibited and will result in disqualification. In the event of a dispute as to the identity of an entrant, the entrant will be deemed to be the person named in the Entry Form for the entry and/or assigned to the Twitter account associated with the entry and he/she must comply with these Official Rules. Neither Sponsor nor Sweepstakes Administrator will correspond regarding receipt of entries. All entries submitted become the sole property of Sponsor and will not be returned.

4. TWEET REQUIREMENTS: Entries that do not meet the following Tweet Requirements are subject to disqualification, at Sponsor's sole and absolute discretion. Entries must in whole or in part:

- i. be in keeping with the spirit of the Sweepstakes and in compliance with these Official Rules, including the Warranty and License sections below;
- ii. be relevant to the Sweepstakes and not be an attempt to use the Sweepstakes to advertise for entrant or a third-party;
- iii. not be obscene, indecent, or otherwise offensive (as determined by Sponsor in its sole discretion);
- iv. not incorporate the image of any individual other than the entrant without such individual's permission or parent/guardian's permission for images of minors;
- v. not defame or invade the publicity or privacy rights of any person, living or deceased;
- vi. not infringe, violate, or misappropriate any person's or entity's personal or proprietary rights (including copyrights, trademarks, or other intellectual property rights);
- vii. not have been submitted previously in any contest of any kind or exhibited or displayed publicly (i.e., disclosed beyond your immediate circle of friends, family, or followers) through any means previously;
- viii. not contain (i) any words, statements, or images considered offensive to individuals of any age, race, ethnicity, national origin, religion, sexual orientation, or other protected class, or who are disabled, (ii) any content that may be viewed as threatening, abusive, harassing, defamatory, libelous, hateful, embarrassing to any person, place, business, group, or entity, (iii) materials that promote bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on age, race, ethnicity, national origin, religion, sexual orientation or other protected class, or disability, (iv) any materials that depict or encourage illegal acts, are sexually explicit, libelous, obscene, violent, hateful, slanderous, (v) content not in keeping with Sponsor's reputation and image;

ix. not be owned by a third-party and/or be subject of or to any restriction or right that would in any way limit Sponsor's right to use the entry as permitted under these Official Rules.

5. SELECTION AND NOTIFICATION OF THE FIRST PRIZE WINNERS: Potential winners of the First Prizes will be selected in the following manner:

- i. **Entry Period 1:** On or about May 24, 2018, the Sweepstakes Administrator will select one (1) potential winner by random drawing from among all eligible entries received during Entry Period 1 to receive the Entry Period 1 First Prize as described above. Odds of winning depend on the number of eligible entries received during Entry Period 1.
- ii. **Entry Period 2:** On or about September 21, 2018, the Sweepstakes Administrator will select two (2) potential winners by random drawing from among all eligible entries received during Entry Periods 1 and 2 to receive the Entry Period 2 First Prizes as described above. Odds of winning depend on the number of eligible entries received during Entry Periods 1 and 2.

Each potential First Prize winner will be notified by phone and/or email, at Sweepstakes Administrator's sole discretion. If the Sweepstakes Administrator attempts to contact a potential First Prize winner via telephone and cannot engage in a live conversation with the potential winner within a twenty-four (24) hour period from the first notification attempt then such person may be disqualified and an alternate winner may be selected via a random drawing, if time permits. Although the Sweepstakes Administrator may, in its sole discretion, choose to leave a message or messages on a potential winner's voicemail service or answering machine, such messages are solely to facilitate live contact within the twenty-four (24) hour period and do not constitute a "live conversation" for purposes of these Official Rules. If the Sweepstakes Administrator attempts to contact a potential winner via email, then such potential winner must respond to such email, and provide all requested information, within the time specified in the email or such person may be disqualified and an alternate potential winner may be selected via a random drawing, if time permits. All notification requirements, as well as other requirements within these Official Rules, will be enforced.

6. SELECTION AND NOTIFICATION OF THE GRAND PRIZE WINNER: The Sweepstakes Administrator will conduct a random drawing on or about November 6, 2018, from among all eligible entries received during the Sweepstakes Period to select one (1) potential Grand Prize winner. Odds of winning the Grand Prize depend on the number of eligible entries received during the Sweepstakes Period. The potential Grand Prize winner will be notified by telephone or email, at Sweepstakes Administrator's sole discretion. If the Sweepstakes Administrator attempts to contact the potential Grand Prize winner via telephone and cannot engage in a live conversation with the potential Grand Prize winner within seven (7) business days from the first notification attempt, then such person may be disqualified and an alternate winner may be selected via a random drawing, if time permits. Although the Sweepstakes Administrator may, in its sole discretion, choose to leave a message or messages on such potential winner's voicemail service or answering machine, such messages are solely to facilitate live contact within the seven (7) business day period and do not constitute a "live conversation" for purposes of these Official Rules. If the Sweepstakes Administrator attempts to contact the potential Grand Prize winner via email, then the potential Grand Prize winner must respond to such email, and provide all requested information, within the time specified in

the email or such person may be disqualified and an alternate potential winner may be selected via a random drawing, if time permits. All notification requirements, as well as other requirements within these Official Rules, will be enforced.

7. PRIZES:

One (1) Grand Prize: The option to select one of the following: (1) a 2018 Honda Civic Coupe EX-L automobile (**Approximate Retail Value (“ARV”):** \$23,625), (2) a 2018 Honda Civic Hatchback EX-L (**ARV:** \$25,650), (3) a 2018 Honda Civic Sedan EX-L (**ARV:** \$23,900), or (4) \$10,000 (awarded as a check). All vehicles come equipped with standard options. Prize includes destination charges and handling. Car features, including color, will be selected by Sponsor in Sponsor’s sole discretion. Winner must look to manufacturer for warranty issues. The Grand Prize Winner is responsible for all taxes and other expenses, including, but not limited to: sales tax, luxury tax, registration, title and license fees, insurance, extended warranties and all other costs incurred in claiming, registering or using the vehicle. Winner is also responsible for all costs associated with any optional accessories ordered by winner. Winner must take delivery from dealer specified by Sponsor. The ARV for the vehicle options excludes destination and handling. Winner will be responsible for providing proof of insurance and a valid driver’s license to claim the Grand Prize (if choice is one of the vehicles).

Three (3) First Prizes:

- Entry Period 1 First Prize: Two VIP passes to the Governors Ball Music Festival in New York scheduled to take place June 1 – 3, 2018 for all three days. (ARV: \$1,400)
- Entry Period 2 First Prizes:
 - Prize 1: Two VIP passes to the Austin City Limits Music Festival in Austin, TX, scheduled to take place October 5 – October 7, 2018 for all three days. (ARV: \$2,100)
 - Prize 2: One (1) Entry Period #3 First Prize: Two VIP passes to the Austin City Limits Music Festival in Austin, TX, scheduled to take place October 12 – 14, 2018 for all three days. (ARV: \$2,100)

ALL FIRST PRIZES DO NOT INCLUDE TRAVEL OR ACCOMMODATIONS. ALL COSTS AND EXPENSES NOT SPECIFICALLY IDENTIFIED IN THE FIRST PRIZE SECTION, INCLUDING BUT NOT LIMITED TO TRAVEL AND LODGING, ARE THE SOLE RESPONSIBILITY OF EACH WINNER.

The total ARV of all prizes is between \$16,600 and \$31,250 depending upon Grand Prize selection. Sponsor will not replace any lost, mutilated, or stolen tickets/passes. Tickets and passes subject to additional rules and restrictions as stated on the tickets and passes or otherwise provided by event administrator. See venue for details. Winners and guests must comply with all venue rules and restrictions. **Winners and/or guests who fail to comply with venue rules and restrictions; or who engage in disruptive, threatening, unruly, offensive, or otherwise objectionable behavior during music festivals, in Sponsor’s sole and absolute discretion, may have their prize forfeit and be removed from the venue..** Sponsor will not replace any lost, mutilated, or stolen passes. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason; no substitution will be provided except as in Sponsor’s sole discretion, and winner will not be reimbursed for the passes. Applicable event cancellation

policy will govern. No transfer, substitution or assignment for prizes is allowed, except at Sponsor's sole discretion and as described above. Sponsor reserves the right to substitute a prize, in whole or in part, for one of comparable or greater monetary value, in whole or in part, as described for any reason. Non-cash prizes cannot be redeemed for cash. All prize details are at Sponsor's sole discretion. Unless otherwise stated herein, prizes are awarded "as is" with no warranty or guarantee, either express or implied. Limit of one prize per person and per household.

- 8. RELEASES/TAXES:** Each potential winner may be required to execute and return an Affidavit of Eligibility, which includes a Liability Release and a Publicity Release (except where prohibited) (collectively, "**Affidavit/Release**"). If a potential prize winner is deemed a minor in his/her state of residence, then the parent/legal guardian of such minor must also sign any documents required herein. The Affidavit/Release and any Liability and Publicity Releases must be returned by the deadline established in such documents. If a potential winner fails to return such documents within the time required, then the potential winner may be disqualified and an alternate potential winner may be selected via a random drawing by the Sweepstakes Administrator, time permitting. All federal, state, local or other tax liabilities, including but not limited to income taxes or like amounts in connection with a winner's award, acceptance or use of a prize arising from this Sweepstakes will be the sole responsibility of each winner. The Grand Prize and First Prize winners will be issued an IRS form 1099 for the value of their prize.
- 9. DISQUALIFICATION:** If an entrant is found to be ineligible, or if he/she does not comply with the Official Rules, then such entrant will be disqualified. If a prize, prize documentation or prize notification is returned as undeliverable or unclaimed, this will result in disqualification. In the event an entrant is deemed ineligible or disqualified for any reason under the provisions of the Official Rules, then an alternate potential winner will be selected via a random drawing from among all eligible entries received during the appropriate Entry Period, if time permits.

10. INTELLECTUAL PROPERTY RIGHTS:

Warranty. By submitting an entry and/or posting a tweet in connection with the Sweepstakes, each participant warrants and represents that the content submitted is his/her own original work created and photographed by the participant and has not been previously published, has not won a previous prize or award, that participant owns or otherwise controls all of the rights to the content (including, without limitation, the rights in any photographs or other content pictured within the video or image) and that the content submitted by participant does not violate any law, regulation or any right of any third-party, including but not limited to rights of copyright, trademark, publicity and/or privacy.

License. By submitting an entry and/or posting a tweet in connection with the Sweepstakes and/or accepting a prize, participants grant to the Sponsor the right, without limitation, to use the recipient's name, city, state, likeness, photo, and/or entry for promotional, advertising or other purposes, and to display the selected content in any media now known or hereinafter developed, including, but not limited to, Sponsor's website(s) and/or social media account(s). Participants further agree to grant to the Sponsor a world-wide, royalty free, non-exclusive, perpetual, irrevocable license to reproduce and use the entry or tweet, or any part thereof, for any purpose whatsoever without compensation or further permission, including but not limited to an irrevocable and perpetual, royalty-free, worldwide right, in all media (now known or later developed) to assign, sub-license, use, publish, edit, adapt, modify, alter, reproduce, distribute,

broadcast, display, copyright, create derivative works or otherwise exploit the content for commercial or non-commercial use, and without compensation to the participant.

11. PRIVACY: Entry in the Sweepstakes constitutes consent to the transfer of the personal information collected from the entrant to the Sponsor for the purposes of administering the Sweepstakes and for such other purposes to which entrant may consent as outlined herein or on the Sweepstakes website. All information submitted to Sponsor as part of this Sweepstakes will be treated in accordance with the privacy policy of the Sponsor located at <http://automobiles.honda.com/information/consumer-privacy-policy.aspx>. More specifically, Sponsor may collect information that you provide to enter the Sweepstakes and will use personal information you provide to enter the Sweepstakes to actually conduct the Sweepstakes. Sponsor will provide the personal information you provide to enter this Sweepstakes to third-party fulfillment companies only to administer the Sweepstakes and deliver prizes to winners.

12. SWEEPSTAKES CONDITIONS: By entering, each entrant agrees: (a) to be bound by these Official Rules and any other documents required by Sponsor herein and by the decisions of the Sponsor, and to waive any right to claim ambiguity in this Sweepstakes, the Official Rules or any other documents required by Sponsor herein; (b) to indemnify, defend and hold harmless the Sweepstakes Entities and Twitter, Inc., and their respective officers, directors, employees, shareholders, representatives and agents (collectively, the “**Released Parties**”), from and against any and all liability, claims, losses, damages, demands, causes of action, penalties and expenses arising out of or related to any statement, action or failure to act by entrant during or in connection with his/her participation herein and/or the acceptance and use of any prize (including any travel or activity-related thereto) and/or any breach or alleged breach of these Official Rules or of any other documents required by Sponsor and; (c) not to sue and to hereby irrevocably and unconditionally release, waive and forever discharge the Released Parties, from any and all liabilities, claims and demands of any kind or nature whatsoever, in law or equity, whether known or unknown, which entrant (or entrant’s successors-in-interest, heirs and/or agents) ever had, now have, or in the future may have against the Released Parties, including, but not limited to claims arising out of or related to personal injury (including death) and/or damage, theft, loss or any other harm resulting in whole or in part, directly or indirectly, from (i) participation in the Sweepstakes or any Sweepstakes related activity; (ii) the acceptance, possession, misuse or use of the prizes; (iii) the use of any of the rights granted herein (including, without limitation, the use and exploitation of the entrant’s name, address [city and state], biographical information, statements, voice, photograph and/or other likeness); (iv) any malfunction or other problem with the Sweepstakes website; (v) any error in the collection or retention of entry information; and (vi) any typographical or other error in the printing, offering or announcement of any prize.

13. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for lost, late, stolen, misdirected, undeliverable or incomplete entries, tweets, emails or other communications due to system errors or failures or faulty transmissions or other telecommunications malfunctions; and/or entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete or garbled computer or telephone transmissions, typographical or system/human errors and failures, or faulty transmissions, or for any problems or technical malfunction(s) of any telephone network or lines, cable connections, or satellite transmissions, computer online systems, servers or providers, computer equipment, or entries not received by Sponsor on account of technical problems or traffic congestion on the Internet or at a website, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant’s ability to participate. Released Parties are not responsible for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network,

typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials. The Released Parties are also not responsible for any malfunction of the entire Sweepstakes website or error in the collection, processing or retention of entry information.

14. TERMINATION/SUSPENSION/MODIFICATION OF SWEEPSTAKES: If for any reason this Sweepstakes is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes which corrupt or affect the administration, security, fairness, integrity, fulfillment or proper conduct of the Sweepstakes, the Sponsor reserves the right at its sole discretion to terminate, modify or suspend the Sweepstakes and, if terminated, to select the winner(s) for the prize(s) at issue by conducting a random drawing from those non-suspect, eligible entries received for such prize(s) up to the time of the termination/suspension or as otherwise deemed fair and appropriate by Sponsor. Sponsor may also disqualify or prohibit an entrant from participating in the Sweepstakes or winning a prize in this or any other promotion conducted by Sponsor if, at its sole discretion, it determines that said entrant has violated the Official Rules or has threatened or is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair playing practices (including the use of automated quick-entry programs), or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

15. GOVERNING LAW: . All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

13. RULES/WINNERS LIST: To receive a list of the winners or an additional copy of these Official Rules, send a self-addressed, stamped envelope by February 28, 2019, to: The 2018 Honda Stage at Music Festivals Sweepstakes, c/o Southern Made LLC, 609 Garfield Street, Nashville, TN 37209. Please specify "Rules" or "Winners List." Vermont residents may omit return postage on Rules requests. You may also view the Official Rules at <http://Honda.us/hsmfrules>.

14. SPONSOR: American Honda Motor Co., Inc., 1919 Torrance Boulevard, Torrance, CA 90501.

15. SWEEPSTAKES ADMINISTRATOR: Southern Made LLC, 609 Garfield Street, Nashville, TN 37209.

Any third-party trademarks mentioned herein are the property of their respective trademark owners. The use or mention of such third-party trademarks in these Official Rules or in the Sweepstakes is solely for descriptive purposes and shall in no way imply an endorsement or sponsorship of the

Sweepstakes. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter, Inc. You are providing your information to the Sponsor and the information you provide will only be used in accordance with the Official Rules of this Sweepstakes.