

Scavenger Hunt Official Rules

Brought to you by Equestrian Events, Inc. (EEI)

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility: The EEI Goosechase Scavenger Hunt (“Scavenger Hunt”) is open only to legal residents of the fifty (50) United States and District of Columbia, 18 years and older, who are EEI 2022 Land Rover Kentucky Three-Day Event ticket holders. Employees of Equestrian Events Inc. and Foundation for the Horse (“Sponsors”), United States Equestrian Federation (USEF), and their respective parents, affiliates, subsidiaries, dealerships, Board members, advertising and promotion agencies, and suppliers, and their immediate family members (spouse and parents, children and siblings and their respective spouses, regardless of where they reside) and/or those living in the same household, whether or not related, are not eligible to participate in the Scavenger Hunt. The Scavenger Hunt is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

2. Agreement to Rules: By participating, you agree to be fully unconditionally bound by these Official Rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of Sponsor, as final and binding as it relates to the Scavenger Hunt.

3. Scavenger Hunt Period: Entries will be accepted online starting at 12:01PM Eastern Time (“ET”) on April 25, 2022 and ending at 12:00PM ET on May 1, 2022 (“Scavenger Hunt Period”).

4. How to Enter: The Scavenger Hunt is open to everyone in attendance at the 2022 event including all spectators and volunteers. GooseChase is a downloadable app hosting a scavenger hunt created for the 2022 Land Rover Kentucky Three-Day Event and sponsored by Foundation for The Horse. The game will feature over 100 individual tasks, each with an assigned point value listed. The ten participants collecting the most points will receive an assortment of amazing prizes, including a brand new 2023 4-Star Trailers two-horse trailer for the grand prize winner. Mission/task types include photos, videos, checking-in at specific locations, or answering questions. No purchase will be necessary to complete tasks. The app will provide a live activity feed and a real-time leaderboard.

5. Prizes: Grand Prize, Four Star Two-Horse Trailer; 2nd Place, Custom Bates Saddle; 3rd Place, Magnus Magnetic HERO; and, 4th through 10th Places, miscellaneous prizes.

Total Estimated Retail Value (“TRV”) of the EEI Scavenger Hunt Prizes is \$35,000. The specifics of the prizes shall be solely determined by the Sponsors. No cash or other prize substitution permitted by winner. The prizes are nontransferable. Any and all prize related costs and expenses associated with prize acceptance and use not specified herein as being provided, including without limitation any and all federal, state, and/or local taxes, insurance, shall be the sole responsibility of the winner. Winner agrees that Sponsor has made, nor is responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prizes. Limit one (1) prize per person. The prizes must be collected by the winner on May 1, 2022.

6. Odds: The odds of winning depend on the number of eligible entries received and point accumulated for each task.

7. Winner selection and notification: Potential winner will be selected by point value on May 1, 2022 from among all eligible entries received. Winners will be announced in Rolex Stadium on May 1, 2022 and will be notified via email to the email address they provided on the entry form. Sponsor shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If a potential winner cannot be contacted, is ineligible, fails to claim the prize within 24 hours from the date of initial notification, or fails to timely return all required documentation, prize may be forfeited and an alternate winner selected, time permitting.

The receipt by a winner of a prize offered in this Scavenger Hunt is conditioned upon compliance with all federal and state laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AS DETERMINED BY SPONSOR, IN ITS SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE SCAVENGER HUNT AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Publicity Grant: By accepting a prize, winner grants to Sponsor, anyone acting on behalf of Sponsor, or its licensees, successors and assigns, the right to use winner's name, portrait, picture, voice, likeness, image or statements about the Scavenger Hunt, and biographical information, in any manner, in any and all media now known or hereafter, worldwide in perpetuity, as news, publicity or information and for trade, advertising, public relations and promotional purposes, without any further permission from, or notification or compensation to, winner, except where prohibited by law.

9. General Terms: Sponsors reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Scavenger Hunt should (in its sole discretion) a virus, bugs, non-authorized human intervention, fraud or other corrupt or affect the administration, security, fairness or proper conduct of the Scavenger Hunt. In such case, Sponsor may select the winners from all non-suspect, eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor or as otherwise deemed fair and appropriate by Sponsor. Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Scavenger Hunt or website or violates these Official Rules and void all associated entries. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Scavenger Hunt may be a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages (including attorneys' fees) and other remedies from any such person to the fullest extent permitted by law.

10. Limitation of Liability: By entering, you agree to release and hold harmless Sponsors, and their respective parents, subsidiaries, affiliates, dealerships, suppliers and advertising and promotion agencies as well as all of their respective 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 Scavenger Hunt 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 malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human

intervention in any part of the entry process or the Promotion; (v) late, lost, stolen, garbled, misdirected, undelivered or inaccurate entries, email or mail; or (vi) other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with any Scavenger Hunt, including, without limitation, errors or difficulties which may occur in connection with the administration of the Scavenger Hunt, the processing of entries, the announcement of the prizes or in any Scavenger Hunt-related material.

11. Disputes: THIS SCAVENGER HUNT IS GOVERNED BY THE LAWS OF United States of America AND the Commonwealth of Kentucky, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Scavenger Hunt, entrant agrees that any and all disputes which cannot be resolved between the parties and causes of action arising out of or connected with this Scavenger Hunt, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Kentucky having jurisdiction. Further, in any such dispute, under no circumstances will entrant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with entering this Scavenger Hunt), and entrant further waives all rights to have damages multiplied or increased.

12. Privacy Policy: Information submitted with an entry is subject to the Privacy Policy stated on Sponsor's website. To read the Privacy Policy, click [here](#).

13. Winners List: To obtain a copy of the winners list (available after May 2, 2022), mail your request along with a stamped, self-addressed envelope to: EEI Scavenger Hunt Winners List c/o Equestrian Events, Inc., PO Box 12110, Lexington, KY 40580. Requests must be received no later than June 2, 2022.

14. Sponsors: Equestrian Events, Inc., PO Box 12110, Lexington, KY 40580 and Foundation for the Horse, 4033 Iron Works Pike, Lexington, KY 40511.