

# **ONE PRIZE PROMOTION**

## **A. ATHLETA LAUNCH GIVEAWAY PROMOTION ADVERTISING COPY:**

Fritz Farm Retail Company, LLC is conducting its *Athleta Launch Giveaway* promotion in which it will be giving away ten (10) prizes valued up to \$500 total. This is how the promotion works: The Summit at Fritz Farm will highlight a post on its Instagram starting at 9:00 AM Eastern Standard Time on January 23, 2021 and ending at 5:00 PM Eastern Standard (the "Promotion Period"). To be eligible to win one (1) of the ten (10) prizes, simply LIKE that day's particular post on our Instagram page, tag a friend, follow the designated account for that day's particular post (@athleta), and follow our Instagram page. One entry per entrant. We will randomly draw the winning names at 5:05 PM Eastern Standard Time the day of the Promotion Period. Winner will be contacted by direct message following selection. For official rules visit [www.thesummitatfritzfarm.com](http://www.thesummitatfritzfarm.com). NO PURCHASE OR PAYMENT OF ANY KIND IS REQUIRED TO ENTER, WIN OR RECEIVE THE PRIZE. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. By participating in the Sweepstakes, each entrant agrees to be bound by and comply with the official rules. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or Instagram.

## **B. SWEEPSTAKES OFFICIAL RULES:**

**The Summit at Fritz Farm  
120 Summit at Fritz Farm  
Suite 155  
Lexington, KY 40517**

**Contest Sponsor and Offeror:  
Fritz Farm Retail Company, LLC  
120 Summit at Fritz Farm  
Lexington, KY 40517**

## **OFFICIAL RULES FOR THE SUMMIT AT FRITZ FARM ATHLETA GIVEAWAY SWEEPSTAKES:**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER, WIN OR RECEIVE A PRIZE. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.**

#### INTRODUCTION:

This *Athleta Giveaway Sweepstakes* ("Sweepstakes") is offered and sponsored by Fritz Farm Retail Company, LLC (the "Sponsor") 120 Summit at Fritz Farm Suite 155 Lexington, KY 40517 the owner of The Summit at Fritz Farm. The Sweepstakes is governed by these Official Rules. By participating in the Sweepstakes, each entrant unconditionally agrees to be bound by and comply with these Official Rules (including all eligibility requirements) and the decisions of Sponsor, which shall be final and binding in all respects. The Sweepstakes is subject to all federal, state and local laws and regulations and is void where prohibited by law. This giveaway is a sales promotion for 120 Summit at Fritz Farm Suite 155 Lexington, KY 40517. The Summit at Fritz Farm.

#### NEITHER INSTAGRAM NOR FACEBOOK SPONSOR, ENDORSE, OR ADMINISTER THE SWEEPSTAKES:

This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram or Facebook. You understand that you are providing your information to Fritz Farm Retail Company, LLC the owner of the Instagram page and not to Instagram or Facebook.

#### PROMOTION PERIOD:

The Sweepstakes begins at 9:00 AM Eastern Standard Time on January 23, 2021 and ends at 5:00 PM Eastern Standard Time on January 23, 2021 (the "Promotion Period"). Ten winners will be selected at 5:05 PM Eastern Standard Time during each day of the Promotion Period. Sponsor is responsible for the collection, submission and processing of entries and the overall administration of the Sweepstakes. Entrants should look solely to Sponsor with any questions, comments or problems related to the Sweepstakes.

#### ELIGIBILITY:

The Sweepstakes is open only to legal residents of the fifty United States (including the District of Columbia) who are eighteen (18) years of age or older as of the entry date. Void where prohibited by law. Sponsor and its respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective members, officers, directors and employees (collectively, the "Promotion Entities"), and members of their immediate families and/or persons living in the same household as such persons, are ineligible to enter the Sweepstakes or win a prize.

#### ENTRY:

Fritz Farm Retail Company, LLC will highlight the entry post on our Instagram page the day of the Promotion Period. Enter the Sweepstakes during the Promotion Period online by FOLLOWING The Summit on Instagram, LIKING the photo that we have highlighted on our Instagram page on the day during the Promotion Period that it is highlighted, FOLLOWING the account we have highlighted on our Instagram post (@athleta), and COMMENTING by tagging one friend. One entry per entrant. You need to LIKE, FOLLOW, AND COMMENT on the particular post in order to enter. To participate, all requested information must be provided. Duplicate entries and automated or robotic entries submitted by individuals or organizations will be disqualified. Entry must be made by the entrant. Any attempt by an entrant to obtain more than one entry by using multiple or different addresses, identities, registrations, logins or any other methods, including, but not limited to, commercial contest/sweepstakes subscription notification

and/or entering services, will void that entrant's entries and that entrant may be disqualified. Final eligibility for the award of any prize is subject to eligibility verification as set forth in these Official Rules. All entries must be posted by the end of the Promotion Period in order to participate. Sponsor's database clock will be the official time keeper for this Sweepstakes. Except where prohibited by law, by participating in this promotion each entrant grants Sponsor permission to use his or her name, likeness or comments for publicity purposes without payment of additional consideration.

**WINNER SELECTION:** The winner need not be present to win. The Sweepstakes winner for each post will be selected in a random drawing at 5:05 PM Eastern Standard Time on each day through January 23, 2021 among all complete, qualified and eligible Entries received during the Promotion Period. The random drawing will be conducted by Sponsor or its designated representatives, whose decisions are final. The winner will be direct messaged on the Instagram page of The Summit at Fritz Farm by 5:05 PM Eastern Standard Time on January 23, 2021. In the event of non-compliance with applicable requirements of these Official Rules, the prize will be forfeited and an alternate winner will be selected. Entrants waive the right to assert, as a cost of winning the prize, any and all costs of redemption or travel to redeem the prize. Winners shall pick up prize starting January 23<sup>rd</sup>, 2021 based on instructions given in direct message, at Athleta at The Summit at Fritz Farm 118 Marion Street, Suite 140, Lexington, KY 40517. However, if travel to The Summit at Fritz Farm to pick up the prize is inconvenient for the winner due to distance or other reasonable cause, the Sponsor will deliver the prize to the winner by U.S. mail or delivery service. If prize notification is returned as undeliverable, or if prize winner cannot be located, or if the prize is not collected within ten (10) days after the winner has been notified, the prize will be forfeited and an alternative winner will be selected. Ineligible entrants will be disqualified and the prize awarded to alternates. The odds of winning depend on the number of valid entries received.

**PRIZE:**

Each of the ten (10) winners will receive one (1) \$50 voucher to Athleta (voucher expires January 31, 2021). **The odds of winning depend on the number of valid entries received.** Only one (1) prize will be awarded per winner. Prize cannot be transferred, redeemed for cash or substituted by winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if a prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason. The awarding of the prize package does not obligate the winner. No costs, fees or other monetary obligation must be satisfied before the entrant/winner is entitled to receive or use the prize package. The approximate verifiable retail price or value of the prize represents Sponsor's good faith determination, which is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated approximate retail value or price, the difference will not be awarded in cash. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions, and limitations may apply. Sponsor will not replace any lost or stolen prize items. Prize will only be awarded and/or delivered to addresses within the United States of America. By accepting a prize, the participant consents to the use of participant's name, likeness and/or biographical information for advertising, trade and promotional purposes on behalf of The Summit at Fritz Farm in any and all media and without further compensation or permission, except in Tennessee or any jurisdiction where prohibited by law. All federal, state or local taxes, fees, or

surcharges associated with the receipt or use of any prize are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.

#### PRIVACY:

If an entrant is chosen as a winner, certain of entrant's personally identifying information may be disclosed to third parties in the announcement of the Sweepstakes winner on Instagram and Facebook and on a winner's list. All personal information submitted as part of the Sweepstakes may be shared by and between the Promotion Entities, and each of the Promotion Entities may use such information in accordance with their respective independent online privacy policies.

#### RELEASE:

By participating in the Sweepstakes, each entrant completely and fully releases and agrees to indemnify and hold harmless Sponsor, Facebook, Inc., the Facebook Platform, Instagram, and their respective affiliates, members, shareholders, officers, directors, agents, employees, attorneys, successors and assigns (collectively, the "Released Parties") from any and all liability, claim, demand, action, or cause of action of every kind, direct, indirect and consequential, legal, equitable and otherwise, known and unknown, conditional and unconditional (collectively, "Claims") against any one, or more, or all, of the Released Parties arising out of, in connection with or relating to this Sweepstakes or the entrant's participation in this Sweepstakes, or resulting from the entrant's possession, use or misuse of any prize.

#### DISCLAIMERS:

Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error, which may occur in the processing of submissions in the Sweepstakes. Sponsor assumes no responsibility for any misdirected or lost mail, or any error, omission, interruption, deletion, defect, delay of operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to entrant's or any other person's computer related to or resulting from participating downloading materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. In such event, Sponsor may, in its sole discretion, perform the random drawing from among all eligible entries received prior to or after such cancellation, suspension, or modification.

#### REGISTRATION DISPUTES:

In the event of a dispute concerning who registered online to participate in the Sweepstakes, the registration will be declared to have been made by the "authorized account holder," defined as the natural person who is assigned to an email address by an internet provider, online service provider,

or other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the email address. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible.

**COPIES OF RULES; NAMES OF WINNERS:**

A copy of these Official Rules is available at [www.thesummitatfritzfarm.com](http://www.thesummitatfritzfarm.com) and the Guest Services office of The Summit at Fritz Farm, 120 Summit at Fritz Farm Suite 155 Lexington, KY 40517. The name of the winner will be available upon request at no charge at the management office of The Summit at Fritz Farm, 120 Summit at Fritz Farm Suite 155 Lexington, KY 40517, within 10 days from the date of the Sweepstakes drawing or by mail at no charge within such period by writing to Fritz Farm Retail, LLC Attention: The Summit at Fritz Farm *Athleta Launch Giveaway* Sweepstakes.

**SPONSOR:** This Sweepstakes is sponsored by Fritz Farm Retail, LLC

**FACEBOOK AND INSTAGRAM DISCLAIMER:**

Entrants are providing their information to the Sponsor and not to Facebook or Instagram. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram.

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