

CONTEST RULES
Big Valley Jamboree Contest
 ROGERS WIRELESS

This contest is **open only to Canadian residents, excluding Quebec, 13 years or older**, excluding employees of the Contest Sponsor, Rogers Communications Partnership ("Rogers"), its parent and affiliated companies, representatives, dealers and agents, contest suppliers and judges, plus those with whom they are domiciled. The contest is subject to all applicable federal, provincial and municipal laws and regulations.

1. Contest Period starts at 12:01 am on July 29, 2010 and continues until 4h00 pm on August 1st, 2010. NO PURCHASE NECESSARY. All times are local times (Alberta).

2. Limit of one (1) entry per person per daily draw. To enter:

- Send a text message containing "BVJ" to short code **4772** using your Rogers Wireless handset during the Contest Period. Each text message will count as one (1) entry in the upcoming daily draw.

Text messaging charges of **\$0.15** per message sent or according to your price plan will apply.

- To enter without sending a text message, visit the Rogers Booth onsite at the Big Valley Jamboree in Camrose and fill out a ballot form. Any incomplete or illegible ballot form will not be accepted and may be disqualified. Each ballot form will count as one (1) entry in the upcoming daily draw.

3. Prizes: Entrants are eligible to win one (1) of the following prizes (*limit of one (1) prize per person*):

- i. **Daily Draw on Thursday July 29:** one (1) of three (3) seating upgrades for two (2) to VIP Seating in the main Concert Bowl at the Big Valley Jamboree (Camrose) to attend the concerts scheduled the next day, Friday July 30 and having an approximate retail value of \$630 each. The third seating upgrade awarded on that day will also include a *Meet & Greet* with a select artist. The selection of the artist is at the sole discretion of Rogers, subject to availability of the artists performing at the Big Valley Jamboree;
- ii. **Daily Draw on Friday July 30:** one (1) of three (3) seating upgrades for two (2) to VIP Seating in the main Concert Bowl at the Big Valley Jamboree (Camrose) to attend the concerts scheduled the next day, Saturday July 3, and having an approximate retail value of \$630 each. The third seating upgrade awarded on that day will also include a *Meet & Greet* with a select artist. The selection of the artist is at the sole discretion of Rogers, subject to availability of the artists performing at the Big Valley Jamboree;
- iii. **Daily Draw on Saturday July 31:** one (1) of three (3) seating upgrades for two (2) to VIP Seating in the main Concert Bowl at the Big Valley Jamboree (Camrose) to attend the concerts scheduled the next day, Sunday August 1, and having an approximate retail value of \$630 each. The third seating upgrade awarded on that day will also include a *Meet & Greet* with a select artist. The selection of the artist is at the sole discretion of Rogers, subject to availability of the artists performing at the Big Valley Jamboree;
- iv. **Daily Draw on Sunday August 1:** one (1) pair of tickets to attend the Edmonton Folk Music Festival on Thursday, August 5th, 2010, and having an approximate retail value of \$100

Due to the nature of the prize, no alternate dates are available. Transportation to and from the Big Valley Jamboree location or the Edmonton Folk Music Festival and all other costs associated with the prize are at the winner's expense. If selected entrant is a minor, his or her parent or legal guardian must act on the minor's behalf in completing all requirements of these Rules, failing which the prize will be forfeited. If the winner is a minor, the companion of the winner must be a parent or legal guardian of the winner or such parent or legal guardian must provide the Contest Sponsor

with a release and consent to another adult accompanying the winner. If winner and guest do not use the VIP seating or the tickets to the Edmonton Folk Music Festival as awarded for any reason, tickets will be forfeited without additional compensation.

4. **Daily draws.** Daily random draws by a representative of Rogers from all entries received up until 4:00 pm on the day of the daily draw will be held at approximately 4:10 pm on July 29, July 30, July 31 and August 1, 2010 by a Rogers representative at the Rogers Tent at the Big Valley Jamboree venue.
5. Selected entrants will be contacted by telephone at the Rogers Wireless number used to enter the contest, or at the number provided on the ballot form. If the selected entrant cannot be reached within one hour following the draw, incorrectly answers the skill-testing question, declines the prize, or fails to sign a Release of Liability as may be specified by Rogers, Rogers reserves the right to select another entrant or to cancel the prize.
6. Prize must be accepted as awarded and may not be transferred or exchanged. (No cash value) Contest Sponsor reserves the right, at its sole discretion, to substitute the prize with a prize of at least equal value in the event of the unavailability, for whatever reason, of the advertised prize.

No responsibility is assumed by Contest Sponsor for canceled, delayed, suspended or re-scheduled Big Valley Jamboree concerts or events for any reason whatsoever beyond its control, including but not limited to weather conditions and any restrictions the management of the Big Valley Jamboree may apply. Should the Big Valley Jamboree be canceled, in whole or in part, any concert or event thereof be cancelled, delayed, or suspended by the Big Valley Jamboree management, Contest Sponsor shall have no obligation to award any prize whatsoever in the Contest.

7. To be declared a winner, selected entrants must first provide the correct answer to the mathematical skill-testing question administered onsite at the Big Valley Jamboree in Camrose and may also need to return a signed release of liability and acknowledgment form. In the event the selected entrant is a minor, the entrant's parent or legal guardian will be deemed to be the entrant who must meet all contest eligibility requirements and who may accept the prize on behalf of the minor. Contest judges' rulings are final and without appeal in all matters related to the promotion and the awarding of prizes.
8. By entering this contest, entrants consent to the use of their entry, name, city of residence and/or any photograph of or that may be taken in publicity carried out by the Contest Sponsor and/or its advertising agencies, without further notice or compensation.
9. No communications will be entered into except with selected entrants. Full contest rules and regulations will be posted at bvj.com/rules.
10. Odds of winning depend on the number of eligible entries received. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the rules may be disqualified by the Contest Sponsor. Contest Sponsor takes no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, or for typographical or other production errors. Contest Sponsor is not responsible for any errors or omissions in printing or advertising this contest. All entries become the property of the Contest Sponsor and will not be returned.
11. Rogers is collecting personal data about entrants for the purpose of administering this Contest. Please see Rogers' Privacy Policy at www.rogers.com for information on its policy towards maintaining the privacy and security of user information.
12. By entering this Contest, entrants release and hold harmless the Contest Sponsor, its advertising and promotional agencies, the contest judge(s) and contest suppliers, their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns (collectively the "Releases") from any liability in connection with this Contest or, if declared a winner, the prize(s). Without limitation to the standard terms and conditions associated with use

of the tickets awarded, the winner (a) releases Contest Sponsor, their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns from any and all liability resulting from any incident related to the Big Valley Jamboree event; (b) acknowledges that management of the Big Valley Jamboree reserves the right to refuse admission and/or to expel from the premises any person whose presence or conduct is deemed by it to be objectionable, expulsion cancels the ticket(s) to the Big Valley Jamboree and the holder thereupon forfeits all claims, including any claim to refund, tickets which are or are deemed to be lost or stolen will not be honoured; and, admission to the Big Valley Jamboree is subject to compliance with all applicable laws, by-laws, regulations and facility rules; failure to comply may result in non-admission or expulsion. By accepting a prize, winners consent to use of their name, place of residence, voice, statements, photographs, or other likenesses for publicity, advertising or informational purposes in any medium without compensation or notice.

13. This contest will be run in accordance with these rules, subject to amendment by Contest Sponsor. Contestants must comply with these rules, and will be deemed to have received and understood the rules by participating in the contest. The terms of this contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.
14. (a) Contest Sponsor assumes no responsibility for failure of the internet or the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Contest Sponsor reserves the right to cancel or suspend this contest should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the contest. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws. Should such an attempt be made, Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

(b) If the identity of an entrant is disputed, the authorized account holder of the Rogers wireless number used at the time of entry will be deemed to be the entrant. The sole determinant of time for the purposes of receipt of a valid entry in this contest will be the contest server machine(s).