

Wear It! Oswego

FISH WITH A PRO SWEEPSTAKES



Wear It! Oswego
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LIFE JACKETS SAVE LIVES!

The Wear It! Oswego campaign wants to give ONE LUCKY GRAND PRIZE WINNER the opportunity to fish for salmon on the Oswego River in Oswego, New York with **PROFESSIONAL ANGLER AND OUTDOOR CHANNEL TV HOST JOE THOMAS** — **SATURDAY, OCTOBER 13, 2012.**

Grand Prize package includes fishing trip guided by drift boat captain Kevin Davis, two VIP passes to the *Fish with a Pro* pre-event barbecue, two nights' hotel accommodations at an Oswego lodging establishment, and an inflatable life jacket.

50 lucky runners-up will be randomly selected to attend the invitation only *Fish with a Pro* pre-event barbecue to be held in Oswego Friday evening, October 12, 2012.

To enter simply complete the official entry form below. **ENTER AS MANY TIMES AS YOU LIKE.** No purchase necessary. All entries must be postmarked by July 15, 2012. The GRAND PRIZE drawing will be held on August 1, 2012. Official sweepstakes rules and eligibility requirements are available on page 2 of this document.

Mail entries to: Wear It! Oswego *Fish with a Pro* Sweepstakes
Oswego County Department of
Community Development, Tourism and Planning
46 East Bridge Street
Oswego, NY 13126

I hereby grant permission to the Wear It! Oswego safety campaign to keep me informed about the campaign and how I can help promote water safety. I understand that the information below will not be given to any third party nor used for any purpose other than the Wear It! Oswego water safety campaign.

Signing this indicates that I am at least 18 years old and reside in the United States. All entries become the property of the Wear It! Oswego campaign and can be used by campaign collaborators in any manner or media without notifying you, such as collaboration-sponsored websites, publications, promotions, broadcasts, advertisements, and posters. Entrants waive any right to inspect or approve the finished images or any printed or electronic matter that may be used with them.



Wear It! Oswego

FISH WITH A PRO ENTRY FORM

PLEASE PRINT CLEARLY

Full Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Age: _____

Phone: _____

Email: _____

Mail entries to: Wear It! Oswego *Fish with a Pro* Sweepstakes
Oswego County Department of Community Development, Tourism and Planning
46 East Bridge Street, Oswego, NY 13126

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FISH WITH A PRO

OFFICIAL SWEEPSTAKES RULES

ELIGIBILITY: The *Fish with a Pro* Sweepstakes (the "Sweepstakes") is open to all legal residents of the United States (the "Eligibility Area") who are eighteen (18) years of age or older. Entrants must have and show proof of a valid New York State fishing license. The Sweepstakes is void where prohibited by federal, state, municipal or local law. All federal, state, local, and municipal laws and regulations apply. The Wear It! Oswego campaign sponsors include Brookfield Renewable Energy Partners, the City of Oswego Fire Department, the Oswego County Department of Community Development, Tourism and Planning and *The Palladium-Times* (the "Sponsors"). Employees, and their immediate families, of the Sponsors as well as all promotional partners, are not eligible to participate in the Sweepstakes.

HOW TO ENTER: No purchase necessary. Sweepstakes is open from February 13, 2012 and all entries must be postmarked by July 15, 2012 ("Entry Period"). You can only enter this Sweepstakes by completing the Entry Form found in the "Photos" link on the Wear It! Oswego Facebook page at www.facebook.com/wearitoswego or on the Oswego County Tourism website at www.visitoswegocounty.com and mailing the completed Entry Form to:

Wear It! Oswego *Fish with a Pro* Sweepstakes
c/o Oswego County Department of Community
Development, Tourism and Planning
46 East Bridge Street
Oswego, NY 13126

You may submit as many entries as you like. Entries that do not comply with these Official Rules in all respects are ineligible and void. In its sole discretion, the Sponsors may determine any entry ineligible.

CONDITIONS OF ENTRY: All entries become the property of Sponsors. By participating, entrants agree to these Official Rules, including all eligibility requirements. By entering this Sweepstakes, you consent to Sponsors' use of your name and

likeness for promotional purposes in connection with the sweepstakes, without additional compensation, except where prohibited by law. Consistent with the Wear It! Oswego campaign, the winner must wear a life jacket at all times during the event which will be provided courtesy of Wear It! Oswego. The winner must also sign a Wear It! Oswego pledge card.

Neither the Sponsors, promotion partners nor their respective parent companies are responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunctions, or any other error or malfunction, or late, lost, misdirected, illegible entries.

PRIZE: One (1) Grand Prize will be awarded. Grand prize consists of the opportunity to fish with professional angler Joe Thomas, the host of Stihl's Reel in the Outdoors television show on the Outdoor Channel. Grand Prize includes two nights' hotel accommodations at an Oswego lodging establishment. All other associated travel arrangements, costs and meals are to be incurred by the winner. *Fish with a Pro* event will take place on Saturday, October 13, 2012. The winner will fish for salmon on the Oswego River in Oswego, guided by Kevin Davis, an experienced drift boat captain. If the winner cannot travel on these dates or otherwise attend the event, they must forfeit the prize and an alternate winner may be selected. Certain restrictions, conditions and limitations may apply. No prize substitution or assignment or transfer of prizes is permitted, except by or as permitted by the Sponsors.

Fifty (50) other individuals will be randomly selected to attend the free *Fish with a Pro* pre-event barbecue, to be held in Oswego on Friday evening, October 12, 2012. Attendees to this exclusive, invitation-only event will get the opportunity to meet Joe Thomas in person and to receive a free autographed picture.

ODDS OF WINNING: The odds of winning the stated prize depends upon the number of eligible entries received during the Entry Period.

DRAWING: Potential Prize winner will be selected on or about August 1, 2012 by a random drawing from among all eligible entries received during the Entry Period.

NOTIFICATION: Potential winner will be notified by email and/or by telephone. Potential winner will be given seven (7) days from the time the email notification is sent or telephone call made to respond to claim the prize or an alternate winner may be selected. As a condition of awarding the prize, the potential winner is required to sign an affidavit of eligibility/publicity and liability release, and return it properly executed, within seven (7) days from the date the potential prize winner responds to claim the prize concerned. If a prize notification is returned as undeliverable or a potential winner fails to return the affidavit and release as specified, that potential winner may be disqualified and an alternate winner may be selected at Sponsors' sole discretion.

GENERAL: This Sweepstakes is subject to all federal, state, and local laws. Void where prohibited. The winners agree that the Sponsors, their respective parent companies, affiliates, their advertising agencies and employees thereof shall not be liable for injury, loss or damage of any kind resulting from participating in this Sweepstakes or from the acceptance or use of any prize awarded. The Sponsors reserve the right to verify eligibility qualifications of any winner. The laws of the State of New York govern this Sweepstakes.

WINNERS LIST: For a list of the winners, visit www.facebook.com/wearitoswego.

SUBMIT ENTRIES TO: Oswego County Department of Community Development, Tourism and Planning, 46 East Bridge Street, Oswego, NY 13126. For additional information on the *Fish with a Pro* sweepstakes or the Wear It! Oswego campaign contact wearitoswego@gmail.com.



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