

## Official Contest Rules

### NO PURCHASE NECESSARY TO ENTER OR WIN.

By entering the #BIGDHoliday 2018 contest (the "Contest"), you consent to be bound by these Official Contest Rules ("Official Rules"). Accordingly, you should read the official rules carefully before entering the Contest.

1. **Organizations Involved in the Contest.**

The organization involved in the Contest is Visit Dallas ("Sponsor").

2. **Contest Period.**

The Contest will begin on 11/26/18 at 06:00 AM (CT) through 01/01/19 at 20:59 PM (CT) (the "**Contest Period**"). All entries must be received by 01/01/19 at 20:59 PM (CT) ("**Entry Deadline Date**").

3. **Eligibility.**

You must be 18 years or older to win (or the age of majority in your state), and must be a US citizen. The Contest is subject to all applicable federal, state and local laws, rules and regulations. Void where prohibited by law. Employees, temporary employees, independent contractors and interns of the Contest Sponsor and each of their subsidiaries and immediate family, sales agents and their support staff and household members of such employees are not eligible. You can only win once. Participation constitutes entrant's full and unconditional agreement to these Official Contest Rules and Contest Sponsors' decisions, which are final and binding in all matters related to the Contest. Entries have no value and an entry does not entitle an entrant to any compensation of any type or kind.

4. **How to Enter:**

Participate by submitting an original photograph on Twitter or Instagram by using the #BIGDHoliday. Participants are encouraged to take part in the challenge by uploading an original photo with a holiday theme by using the hashtag #BIGDHoliday and tagging @Visit\_Dallas in the caption. By participating in the challenge and adhering to the campaign parameters, you will be automatically entered into the Contest.

5. **Images Submitted.**

All images submitted using #BIGDHoliday throughout the campaign period allows the Sponsor to retain photo assets from all Contest entries for use in future social media posts, digital marketing and promotional materials. All images will be held, used and processed by the Contest Sponsors and their business partners and affiliates, in accordance with their Privacy Policy.

6. **Description of Prize.**

The first prize winner will receive a \$250 B&H Gift Card and a VisitDallas staycation package that includes an overnight stay at a Dallas area hotel. (ARV: \$\$500).

Second prize winner will receive a \$50 B&H Gift Card, plus two CityPASS tickets.

Third prize winner will receive two CityPASS tickets.

No substitutions will be provided for any of the prize packages.

7. **Winner Selection:**

Winner (individually and collectively, the "Winner") will be selected on or about 01/07/19. Judging will be conducted by Sponsor, based on the following criteria: 1) creativity, 2) quality of photograph, 3) uniqueness of photograph from among all eligible entries received. In the event the Sponsor does not receive any eligible entries, the Sponsor has the right to cancel the Contest. Judging will be conducted by Sponsor. Odds of winning will depend upon the total number of eligible entries received.

8. **Winner Notification:**

Winner will be notified on 01/07/19, via direct message on Instagram or Twitter, by email, and/or at Sponsor's discretion, via phone. In the event the Winner doesn't respond to Sponsor's notification or does not accept the prize within forty-eight (48) hours of notification, the prize will be deemed forfeited and an alternate Winner will be selected. No substitution of prize will be permitted. No transfers of the prize are permitted.

9. **Winner List:**

For a list of winners, send a self-addressed stamped envelope to  
#BIGDHoliday  
c/o Visit Dallas  
325 N. St. Paul Street  
Dallas, TX 75201  
You can also reach us by phone at 214.571.1000

10. **General Conditions.**

The winner must execute and provide to Contest Sponsors within 24 hours of Notification an Affidavit: (1) attesting to the winner's eligibility and compliance with the Official Rules; (2) providing a Liability Release that releases the Giveaway Sponsor from any liability arising out of the Contest and (3) a Publicity Release, allowing Contest Sponsors to use the winner's name, likeness, voice and biographical information for publicity purposes.