

## Hope – Gas to Flat contest

### OFFICIAL RULES

#### **NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

The Hope - Gas to Flat Contest (the “**Contest**”) is sponsored by Hope Technology (IPCO) Limited, located at Hope Mill, Calf Hall Lane, Barnoldswick, Lancashire, England, BB18 5PX (the “**Sponsor**”).

There is one (1) Grand Prize to be awarded. Chances of winning depend on the total number of eligible entries received.

#### **Who Can Enter:**

1. The Contest is open to legal residents of all 28 members of the European Union, Canada, the 50 United States (and D.C.), Australia and New Zealand who are over the age of majority in their province, state or country of residence or older at the time of entry with the exception of residents of Québec, New York, Florida and Puerto Rico.

2. The Contest is subject to all federal, provincial, and municipal laws, and is void where prohibited.

3. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

#### **Timing:**

4. The Contest is open from March 3rd, 2014 at 12:00 PM Pacific Standard Time (“**PST**”) to March 31st, 2014 at 11:59 AM PST (the “**Contest Period**”).

#### **How To Enter:**

##### **5. One Way To Enter:**

- a. Entrants may visit <http://www.pinkbike.com/contest/hope> (the “**Site**”) during the Contest Period.
- b. To participate in the Contest the entrant must submit a video clip (“**Clip**”) of no more than 15 seconds of the entrants' interpretation of the motto “Gas to Flat”. Full description of the contest and examples of “Gas to Flat” are provided by the Sponsor on the Contest launch page: <http://www.pinkbike.com/contest/hope>
- c. All contest entries agree to abide by the Terms of Use of Pinkbike - <http://www.pinkbike.com/about/legal/#terms-of-use>
- d. Registration for the Contest is free.

6. To register eligible entrants must upload the Clip to a registered Pinkbike account.

7. There is a maximum of three (3) entries per Pinkbike registered account during the Contest Period.

8. Any use of an electronic device to enhance or alter entrants' odds of winning will count as a fraudulent entry. Entries that are fraudulent are not permitted and will be declared invalid.

9. All entries become the property of the Sponsor and will not be acknowledged or returned. Receipt of entries for the Contest will not be acknowledged, and proof of submission of an entry will not be deemed proof of receipt.

10. The Sponsor reserves the right to delete any entries or remove participants that are in violation of the Official Rules.

11. By participating in the Contest, entrants agree to be bound by these Official Rules.

#### **Grand Prize:**

12. At the end of the Contest Period the Sponsor will choose (at its sole discretion) 10 Clips which will constitute the finalists (“**Finalists**”). Between March 31<sup>st</sup> 2014 at 12pm PST and April 6<sup>th</sup> 2014 at 12am PST Pinkbike viewers will vote for a winner from the Finalists. The Finalist with the highest number of Pinkbike votes will be the winner (“**Winner**”) of the Grand Prize.

13. The Winner will be contacted by email or via the Winner's Pinkbike account.

14. In order to be verified the as the Winner, the selected entrant must respond to the prize notification email or Pinkbike message within ten (10) days of transmission, confirming that he/she:

- (i) has read, understands and complies with the Official Rules;
- (ii) releases and discharges the Sponsor; and
- (iii) consents to the announcement of the Winner's name and the use by or on behalf of the Sponsor of the Winner's name and/or photograph and/or video for advertising and promotional purposes, without any further compensation to the Winner.

14. Should the Winner fail to comply with any of the requirements contained in these Official Rules, the Grand Prize will be automatically forfeited and the Finalist with the next highest amount of votes will be selected and the initial Winner will be disqualified and will have no recourse towards the Sponsor or anyone involved in the Contest.

#### **The Grand Prize:**

15. One (1) Grand Prize will be awarded and will consist of one full set (one bike build) of bike components made/provided by the Sponsor.

16. Specific colours (options available include: green, blue, red, black, silver, gunsmoke or purple), sizes and conversions of components will be agreed between the Winner and the Sponsor. General components include:

- a. Wheelset – front and rear wheel built with Hope Pro 2 Evo hubs and Hope Tech Enduro rims;
- b. Brakeset – either Hope Tech 3 E4 or Hope Tech 3 V4 brakes. Front and rear brakes provided with mounts and discs;
- c. Hope Headset;
- d. Hope Stem;
- e. Hope Grips;
- f. Hope F20 pedals;
- g. Hope Bashring;
- h. Hope Chainring – choice of downhill chain ring, retainer ring or integrated bash ring;
- i. Hope jockey wheels; and
- j. Hope seatclamp.

17. The Sponsor will customize the Grand Prize components with laser etching. Details and design to be agreed between the Winner and the Sponsor. The Sponsor will try to accommodate laser etching and colour preferences of the Winner, however, the extent of customization remains at the sole discretion of the Sponsor.

17. The Grand Prize must be accepted as awarded. No cash alternatives, substitution or transfers of the Grand Prize will be allowed. **Total Grand Prize Value: \$2000.00USD**

#### **Other Matters:**

18. The Contest is subject to all applicable federal, provincial and local/municipal laws and is void where prohibited by law. If any provision of these Official Rules is found by any court of competent jurisdiction to be unenforceable, all other provisions will remain in full force and effect.

19. The Sponsor will not, under any circumstances, be responsible for, or liable to any entrant or any other person for:

- a. any erroneous lost, damaged, late, incomplete, misdirected, deleted, defective, or altered Contest registrations, regardless of the cause, including, but not limited to, failure of the Site;
- b. any failure for any reason whatsoever of the selected entrant to receive a prize notification;
- c. any changes in email addresses after Contest registrations are submitted; and
- d. any computer, online, telephone, or technical malfunctions or errors that may occur, regardless of the cause.

20. If for any reason the Contest is not capable of being conducted as intended by the Sponsor, including due to computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or interferes with the administration, security, fairness, integrity or proper conduct of the Contest, the Sponsor may, at its sole discretion, disqualify any entrant responsible for such misconduct and cancel, terminate, modify, or suspend the Contest.

21. The Sponsor will ship the Grand Prize by FedEx courier. The Sponsor will be responsible for any tax or customs liability that arises in relation to the delivery of the Grand Prize.

22. Decisions of the Sponsor are final and binding.

23. By entering the Contest, participants consent to the Sponsor's collection, use, and disclosure of the personal information provided in the Contest registration for the administration of the Contest, including posting of the Winner's name and city of residence on the Sponsor's website. The Sponsor will use the Winner's personal information only for identified purposes, and protect the Winner's personal information in a manner that is consistent with the Hope Technology Privacy Policy at: <http://www.hopetech.com/page.aspx?itemID=SPG25>. Entrants may write to the Sponsor and request that their information be removed from the Sponsor's records.