

## Contest Rules

Disney \$5,000 Vacation Contest sponsored by Gardner's Mattress & More (GMAM)

### Contest Details -

- Grand Prize value is \$5,000 USD and will be awarded conditionally. Upon GMAM recording a minimum of \$50,000 in sales as a result of those who are referred to GMAM and transact business with GMAM, GMAM will award the Grand Prize as a result of this contest. All sales will be tracked and tallied providing each customer communicates to GMAM they are in the store as a result of this contest and show proof of having obtained a copy of the GMAM sales redemption form either electronically or with a printed hard copy.
- Grand Prize is redeemed using Making Magical Vacations Travel (MMVT) - GMAM selected travel provider
- The Grand Prize Contest winner, upon announcement, will work with MMVT to select and book their Disney Vacation in a direct business relationship with MMVT.
- Beyond funding The Grand Prize package of up to \$5,000 GMAM will be held harmless by both MMVT and the contest winner for any loss, damages, or injury in relation to this prize package.
- GMAM will fund up to \$5,000 of Disney vacation travel expense and resort cost for The Grand Prize package which will be paid directly to MMVT upon travel plans being booked by the Grand Prize winner and MMVT.
- Should the Grand Prize contest winner elect to use less than \$5,000 of travel expense through MMVT there will be no difference in monies owed paid to the Grand Prize contest winner.
- Should the Grand Prize contest winner elect to not use MMVT services for the intended Disney vacation purpose they lose the prize and the prize will be awarded to another winner selected at random.
- The Grand Prize may be transferred one time to any person 18 or older of the prize winners choosing. The contest winner must notify GMAM and MMVT in writing of their wish to transfer the prize and supply full contact information to GMAM and MMVT
- Acceptance of the Grand Prize constitutes the following items owed to GMAM and MMVT
  - Minimum of three photos taken of the Grand Prize contest winner and those traveling with the winner while traveling and on site at Disney. Photos must have faces in focus with obvious background shots of Disney parks and resorts
  - Minimum of one recorded video (cell phone camera suffices) of the Grand Prize contest winner and family enjoying their time at Disney.
  - A written testimonial covering the aspects of winning the Grand Prize and the winners feedback upon winning the Grand Prize
  - Permitting GMAM and MMVT to use the contest winners name, likeness and photos taken while on the Disney trip in any and all marketing materials and future promotions

- Failure to supply these items will create an invoice due to GMAM totaling \$5,000
- This contest also has a social sharing component, in which prizes will also be awarded. If the contestant using the electronic sharing tools provided by GMAM and the if the contestant elects to share the contest on their personal social media pages GMAM will award the following prizes regardless of total sales generated as a result of this contest,
  - Regardless of sales totals the top three contestants who refer their friends, family, coworkers to this contest will win the following prizes
    - #1 = \$500 GMAM Gift Card
    - #2 = \$300 GMAM Gift Card
    - #3 = \$200 GMAM Gift Card

#### **To enter for Grand Prize -**

- The contestant must enter using the entry form found at [www.GardnersMattressAndMore.com/Disney](http://www.GardnersMattressAndMore.com/Disney) or as found on GMAM social media pages.
- Contestants must be 18 years or older and live in the United States **and must provide valid email address for online entries**
- GMAM employees and the spouse, marital partner or immediate family members residing in the employee household are not eligible for this contest.

#### **To enter for the GMAM Gift Card prizes -**

- The contestant must enter using the entry form found at [www.GardnersMattressAndMore.com/Disney](http://www.GardnersMattressAndMore.com/Disney) or as found on GMAM social media pages.
- The contestant will then be sent electronic communications instructing the contestant on how to share this contest with their friends, family and coworkers.
- The contestant may share this contest as much as they choose providing those they share the contest with are 18 years or older and a legal US resident.
- Contestants must be 18 years or older and live in the United States **and must provide valid email address for online entries**
- GMAM employees and the spouse, marital partner or immediate family members residing in the employee household are not eligible for this contest.

#### **Awarding the Grand Prize -**

- The Contest begins 12/1/18 and ends on 2/1/19
- All qualifying sales must be registered using the qualifying sale redemption form supplied by GMAM at the point of sale.
- Qualifying sale is defined as being
  - Any item sold by GMAM as a result of a customer being referred to GMAM as a result of this contest will count towards the total \$50,000 sales threshold to award the contest prize.
  - Prior purchases are excluded

- Does not apply to closeouts, floor models, one of a kind or otherwise deeply discounted products
- The Grand Prize contest winner will be selected at random from all qualifying contest entries collected beginning 12/1/18 until Gardner's reaches the \$50,000 sales threshold.
- The Grand Prize will be awarded once \$50,000 towards the sales total threshold has been reached by those who customers were referred to GMAM as a result of this contest.
- If GMAM does not reach the \$50,000 sales total threshold by 2/1/19 the contest will cease and no prize will be awarded.

**Awarding GMAM Gift Card prizes -**

- The Contest begins 12/1/18 and ends on 2/1/19
- The GMAM Gift Card prizes will be selected at random from all qualifying contestants who have referred and accumulated the top three referral totals as tracked by GMAM.
- the GMAM Gift Card prizes will be awarded upon the conclusion of the contest which concludes on 2/1/19