

**Official Promotional Rules for the Nebraska Lottery's
#FuelMySummer Instagram Giveaway**

1. **Overview:**
 - 1.1 **Promotional Times and Dates:** This promotion runs from 8:59 a.m. CT on June 29, 2015, until 11:59 p.m. CT on July 26, 2015. There will be four (4) drawings for this promotion as indicated in section 4.1.
2. **Prizes:** One (1) winner will be selected each week during this promotion for a total of four (4) winners. Each weekly winner will receive a \$250 Ethanol-Enriched Fuel Card.
3. **Eligibility, Entry Rules, and Regulations:**
 - 3.1 The Nebraska Lottery's #FuelMySummer is only open to Nebraska residents 19 years of age or older and is free to eligible participants.
 - 3.2 To participate, an individual must be a current member of Instagram. Players can follow Nebraska Lottery on the platform entered at @ne_lottery on Instagram. Entry steps are as follows:
 - a) Upload and publicly share a photo of your summer fun on Instagram using the hashtag #FuelMySummer and tag @ne_lottery. Tags may be on the photo or on the description.
 - b) Photos must be made public. Photos that are not made public will not be eligible for this promotion.
 - 3.3 The Nebraska Lottery must be able to contact winners by, at the option of the Nebraska Lottery, the phone number or email address that may be available to the Nebraska Lottery or by contacting the winner via Instagram. After the winner selection, the Nebraska Lottery will make daily attempts to contact the winner. If the winner fails to respond within seven days from the drawing date, the winner will forfeit their right to claim the prize, and a new winner will be selected.
 - 3.4 Once the winner has been contacted, the Nebraska Lottery will need the winner's name, mailing address, and phone number if not already provided. The Nebraska Lottery will mail the winner a claim form. The name and other information provided on the claim form must match information provided at the time of the winner being contacted. Proof of identification will be required at the discretion of the Nebraska Lottery to include, but is not limited to, a photocopy of a valid driver's license or other state issued identification, valid military identification, or valid passport. If any of these criteria are not met, the prize cannot be claimed and another winner will be chosen.
 - 3.5 Free entry is available on the Nebraska Lottery's Instagram page at https://instagram.com/ne_lottery. The Nebraska Lottery's #FuelMySummer Instagram

Giveaway is not endorsed by Instagram. To enter, participants must provide the ALL required information. Required information may include name, phone number, email address, a valid Instagram, and a photo of your summer fun.

- 3.6 Entries must be approved at the discretion of the Nebraska Lottery staff. Any entries that contain vulgar language, are of sexual nature or otherwise deemed inappropriate will not be eligible and may lead to disqualification of other entries from the participant.
- 3.7 Entry constitutes permission to publish and otherwise use the comment/tweet/photo in any way without compensation.

4. Prize Selection:

- 4.1. Four (4) separate drawings will be held. The drawing dates are as follows:

Winner Selection	Winner Selection Date	Entry Period	Prize
1	July 6, 2015	June 29 – July 5, 2015	\$250 Ethanol-Enriched Fuel Card
2	July 13, 2015	July 6 – July 12, 2015	\$250 Ethanol-Enriched Fuel Card
3	July 20, 2015	July 13 – July 19, 2015	\$250 Ethanol-Enriched Fuel Card
4	July 27, 2015	July 20 – July 26, 2015	\$250 Ethanol-Enriched Fuel Card

- 4.2 Only qualified entries that have been submitted through Instagram before or during the dates in section 4.1 will be eligible to win for the respective drawings thereafter. A player can only win once during this promotion but may submit as many photos of their summer fun as they would like. The winner will be notified and will be asked to provide their mailing address for prize fulfillment.
- 4.2 The Nebraska Lottery may use any information provided at the time of entry. The prize is not exchangeable or otherwise transferable. Cash will NOT be awarded in lieu of a merchandise prize.
- 4.3 Federal, state, or local taxes on any prize are the sole responsibility of the winner. All applicable federal, state, or local laws apply.
- 4.4 The prize will be mailed to the winner at the address provided when contacted by the Nebraska Lottery by email or phone. If agreed upon with the contest winner, the lottery prize can be picked up at the Nebraska Lottery office located at 1800 "O" Street, Suite 101, Lincoln, Nebraska. If a prize is returned to the Nebraska Lottery, the Lottery may

declare the prize forfeited by the winner and the winner will have no further rights to the prize.

4.5 The winner's entry and acceptance of a prize constitutes permission to use the winner's name, photograph, or likeness for purposes of advertising, publicity, or promotion on behalf of the Nebraska Lottery. The name of the winner and town/city/state may be posted on the Nebraska Lottery's Instagram, Twitter, or Facebook page following winner notification.

4.6 Odds of winning depend on the number of entries received.

5. General Contest Terms:

5.1 Only entries submitted by legally eligible players via Instagram and containing complete and valid information are eligible for this promotion contest.

5.2 Entries which are lost, late, illegible, incomplete, misdirected, or incompletely received, including by reason of technical malfunction, network congestion, or system incompatibility, are ineligible.

5.3 Information provided to the Nebraska Lottery will be kept confidential, except as provided in 5.4, below, and will be used solely by or on behalf of the Nebraska Lottery and will not be shared with or sold to outside parties without prior approval.

5.4 The drawing will be conducted by a computer random number generator program at Nebraska Lottery headquarters in Lincoln, Nebraska. The Nebraska Lottery will notify the contest winner. The identity of contest winners is public information pursuant to Lottery regulations and may be posted on the Lottery website and publicized by other means including, but not limited to, news releases and articles in the Nebraska Lottery players digest and retailer newsletter.

5.5 Prizes awarded in this and any other promotional contest conducted by the Nebraska Lottery are taxable income and may be reported for tax purposes. Winners of prizes over \$500 in value will be checked for outstanding tax and child support liabilities to credit prize awards in accordance with state law. Prizes over \$5,000 in value will automatically have state and federal income tax of 5 percent and 25 percent, respectively, withheld in accordance with state and federal law.

5.6 Prizes won in this contest are not transferable and, unless otherwise stated in the contest rules, may not be assigned except by judicial order. The Nebraska Lottery will substitute a prize of equal or greater value if the advertised prize cannot be awarded due to unavailability for any reason. In such event, certain conditions and restrictions may apply.

5.7 The Nebraska Lottery is not responsible for any travel, lodging, meals, or other expense related to claiming any prize. Non-cash prizes may not be exchanged or redeemed for

cash value. Prizes consisting of lottery tickets will be mailed to Nebraska addresses only. Out-of-state winners may pick up lottery ticket prizes at a Nebraska Lottery claim center location by arrangement.

- 5.8 Participants must be 19 years of age or older to enter this contest. Employees of the Nebraska Lottery and its contractors, subcontractors, and their immediate family members residing in their same households are ineligible.
- 5.9 Nebraska Lottery MVP Club membership entitles one to receive information concerning Nebraska Lottery products and promotions according to his or her stated preferences. MVP Club members may modify their member profiles at any time by following the directions on the MVP Club member login page on the Nebraska Lottery website at nelottery.com.
- 5.10 The Nebraska Lottery is not responsible for incomplete or mis-delivered claim forms or other claims documentation.
- 5.11 Contest rules, drawing dates, deadlines, and procedures are subject to change without notice as may be deemed necessary or appropriate by the Nebraska Lottery in its sole discretion. By entering this contest, all participants agree to be bound by Nebraska state law and the rules and regulations of the Nebraska Lottery.

The foregoing promotion rules are effective this 25th day of June, 2015.



Jill Marshall
Acting Lottery Director