

# Western Washington Fair Association Concert Seat Upgrade Texting Contest

**PUYALLUP FAIR**  
— & —  
*Events Center*

1. **NO PURCHASE NECESSARY. A PURCHASE OR TRANSACTION WILL NOT INCREASE YOUR CHANCE OF WINNING.**
2. **ADMINISTRATION; WWFA.** This sweepstakes is being administered and sponsored by the Western Washington Fair Association (WWFA), 110 9<sup>th</sup> Ave SW, Puyallup, WA 98371.
3. **ELIGIBILITY.** In addition to the other requirements set forth in these rules, the contest is open only to legal residents who are at least 13 years of age and are currently residing in the following states: Alaska, California, Georgia, Idaho, Illinois, Missouri, Oklahoma, Oregon, Pennsylvania, Texas, Virginia and Washington. Void in Florida, New York, Rhode Island and where prohibited by law. Employees and independent contractors of the Western Washington Fair Association and its affiliates, as well as their immediate family members (spouse, parent, child, sibling and their respective spouses), regardless of where they reside, and those living in the same household of each, whether or not related, are not eligible. Additionally, WWFA reserves the right to disqualify any person from participation in the sweepstakes where such participation would, in the sole opinion of WWFA, compromise or give the appearance of compromising the integrity of the sweepstakes.
4. **SUBMISSION PERIOD.** Submission period is daily in the Puyallup Fair Grandstand, where the daily keyword will be displayed, September 12, 2011 to September 24, 2011, from 10 minutes prior to the published show time to 5 minutes after the published show time.
5. **ODDS OF WINNING:** The odds of winning depend on the total number of entries received each day.
6. **WINNER ANNOUNCEMENT.** Winners will be randomly chosen and notified via text message by 15 minutes after the published show time. The winner must show the winning text message to an usher at Grandstand Gate 8 and the winner and his or her guest will be escorted to their front row seat location.
6. **HOW TO ENTER.** Entrants must text the daily keyword to 75868 during the specified submission period. Winner will be selected from that day's entries only. Each winner must be a current ticket holder for the applicable concert to be eligible for the seat upgrade.
7. **PRIZE.** Two guests will receive an instant upgrade for front row tickets to the current concert that is the subject of the promotion. The total retail value of the ticket prize package is approximately \$100.00 to \$150.00, depending upon the concert. There is no substitution, transfer or cash equivalent for prizes. Refunds and/or exchanges will not be given for previously purchased tickets.
8. **GENERAL CONDITIONS.** Winners will be notified via text message. All decisions by WWFA regarding the prize, this sweepstakes, the finalists and the winner are final, binding and conclusive on all matters. WWFA and any other partner or affiliate shall not be liable for late, lost, misdirected or unsuccessful efforts to notify the winner. Potential winner will be required to return an Affidavit of Eligibility, Release of Liability and, where not prohibited by law, a Publicity Release within seven (7) days of attempted delivery of same. Non-compliance within this time period or return of any prize notification as undeliverable will result in disqualification without further notice and an alternate winner will be chosen. Federal, state and local taxes are the sole responsibility of the prize winner. Winner must be present at the applicable concert to win. No purchase or payment of any consideration is necessary to enter the sweepstakes. Only one entry per person per concert is allowed. Multiple entries by any one person per concert will result in a disqualification. By entering the contest, each entrant agrees to comply with these Official Rules. Noncompliance with any entry procedure will result in disqualification. Decisions of WWFA as to the interpretation of the Official Rules shall be final and binding in all respects. WWFA reserves the right to cancel, suspend and/or modify the drawing if any fraud, technical failures or any other factor beyond WWFA's reasonable control impairs the integrity

or proper functioning of the drawing, as determined by WWFA in its sole discretion. In such event, WWFA reserves the right to award the prize at random from among the eligible entries received up to the time of the drawing. WWFA reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the drawing or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. WWFA's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The laws of the state of Washington will govern all disputes regarding this sweepstakes.

9. **CONSENT TO PUBLICITY; RELEASE OF LIABILITY.** By accepting a prize, each winner consents to the use of his or her name and likeness for publicity purposes without further compensation. Each winner will be featured on [www.thefair.com](http://www.thefair.com) and [www.facebook.com/puyallupfair](http://www.facebook.com/puyallupfair) and in other public-facing communications. By entering, all entrants release and hold harmless WWFA and its partners, employees, agents, officers, directors, representatives and affiliated companies from all liability or any loss, damage or claim of any kind with respect to, or in any way arising from, this sweepstakes.
  
10. **WINNER'S NAME/OFFICIAL RULES.** To obtain a copy of these Official Rules, or to be notified of the name of the winner, send a stamped, self-addressed envelope to:  
Western Washington Fair Association  
Attention: Official Rules/Winner Name  
110 9<sup>th</sup> Ave SW  
Puyallup, WA 98371
  
11. **EXCLUSION FROM FUTURE SWEEPSTAKES.** To be removed from notification regarding any future sweepstakes or contests sponsored by WWFA, please send your removal request to  
Western Washington Fair Association  
Attn: Sweepstakes Opt-Out  
110 9<sup>th</sup> Ave SW  
Puyallup, WA 98371