Chick-fil-A® Houston Livestock Show and Rodeo™ Sweepstakes
OFFICIAL RULES

NO PURCHASE OR PAYMENT IS NECESSARY TO PARTICIPATE OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID OUTSIDE OF TEXAS.

1. Sponsor: The Chick-fil-A® Houston Livestock Show and Rodeo™ Sweepstakes ("Sweepstakes") is a text-to-enter sweepstakes that is sponsored by participating franchised Operators of the Chick-fil-A restaurant businesses located in the Houston, Texas area (individually and collectively referred to as “Sponsor”). THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH FACEBOOK, INC.

2. Eligibility: The Sweepstakes is open and offered only to legal U.S. residents age eighteen (18) years or older who reside in Texas at the time of entry. Entrant must be available, if chosen as the winner, to attend the Houston Livestock Show and Rodeo™ on March 26, 2017 in Houston, Texas. Prize does not include transportation to/from Houston, Texas. Employees, officers, directors, and representatives of Sponsor, Chick-fil-A, Inc., CFA Properties, Inc., and any Chick-fil-A restaurant, Dwarf House® and Truett’s Grill® restaurants, and their respective parents, subsidiaries, affiliates, operators, franchisees and all of their respective advertising, promotion, or fulfillment agencies, promotional partners, and entities involved in the development, implementation, or handling of the Sweepstakes and other persons associated with the Sweepstakes (collectively, the “Sweepstakes Entities”), as well as the immediate family (spouse, parents, siblings, children, step-parents, step-siblings, and step-children, regardless of where they live) and same household members of each such employee, officer, director, or representative (whether or not related) are not eligible to participate in the Sweepstakes. Only individuals meeting all eligibility requirements set forth in these Official Rules may participate in the Sweepstakes or win a Prize ("Participant"). All federal, state, and local laws and regulations apply. In the event of any conflict or inconsistency with any other advertising, promotional or other materials, these Official Rules shall govern. Sponsor reserves the right to verify the eligibility of winner.

3. Sweepstakes Period: The Sweepstakes commences at 6:30:01 A.M. Central Time (“CT”) on February 24, 2017, and ends at 7:00:00 P.M. CT on March 17, 2017 ("Sweepstakes Period"). Sponsor’s computer is the official time-keeping device for this Sweepstakes. The odds of winning the Prize (defined below) depend on the total number of Eligible Entries (defined below) received.

4. How to Enter: There are two (2) ways to enter the Sweepstakes.

A. TEXT MESSAGE ENTRY: During the Sweepstakes Period, from your wireless phone, text "RODEO" to the short code 777111 (the “Short Code”) to enter. In order to submit any entry by text message, entrant must: (1) have a plan with a wireless carrier that includes a text messaging service; and (ii) use a wireless device that is capable of two way text messaging. By sending a text message to enter, you signify that you understand that Sponsor may send a reply text message using an automatic dialing device to the phone number associated with the wireless mobile device you used to enter confirming your entry into the Sweepstakes and your consent to receive that message. You also consent to being notified via text message to the phone number associated with the wireless mobile device you used to enter if you are selected as a potential winner. If you do not want to receive any such text messages, then you should enter the Sweepstakes using the In-Restaurant option, below. YOU MAY BE CHARGED A FEE FOR MESSAGE TRANSMISSION AND DELIVERY BY YOUR CELLULAR NETWORK CARRIER. If you opt to enter via your wireless mobile device (which is not required to enter the Sweepstakes and may only be available via participating wireless carriers), standard text messaging and/or data rates may apply for
each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers’ rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Text messaging may not be available from all mobile phone service carriers and handset models. Mobile device service may not be available in all areas. Check your phone’s capabilities for specific instructions. Text STOP to unsubscribe. Text HELP for help. If you unsubscribe, Sponsor may send you a text message confirming that you have been unsubscribed and you will not receive any additional messages unless you re-subscribe. Sponsor in its sole discretion may add or delete a cellular carrier at any time, without notice. Proof of text messaging the Short Code is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

IF YOU ENTERED BY TEXT MESSAGE AND ARE SELECTED AS A POTENTIAL WINNER, THEN YOU MAY RECEIVE NOTICE THAT YOU ARE A POTENTIAL WINNER VIA TEXT MESSAGE REGARDLESS OF WHETHER YOU OPTED OUT OF RECEIVING OTHER PROMOTIONAL AND MARKETING TEXT MESSAGES FROM THE SPONSOR.

B. IN-RESTAURANT ENTRY: You may also enter during the Sweepstakes Period by going to a Sponsor’s restaurant location in the Houston, Texas area, completing an entry form that contains your name, address, age and daytime/evening phone numbers and returning it to an employee of Sponsor. Please call your selected Houston-area restaurant location prior to visiting the restaurant location to confirm that the in-restaurant entry option is available.

For purposes of this Sweepstakes, each Text Message Entry or In-Restaurant Entry that you send pursuant to the above directions constitutes one (1) entry. Limit: one (1) entry per person and per phone number or In-Restaurant Entry. All entries submitted in accordance with these Official Rules shall be hereinafter referred to as “Eligible Entries.”

No automated entry devices, bots and/or other programs and/or software are permitted for entry. Entries must be submitted by the Participant. Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human, or electronic. Sweepstakes Entities shall not be responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Sweepstakes Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible.

In the event of a dispute over who submitted a winning entry, the authorized account holder of the phone number indicated on the in-restaurant entry form or associated with the wireless mobile device used to participate in the Sweepstakes at the actual time of entry will be deemed to be the Participant. The authorized account holder of a phone number associated with the wireless mobile device used to participate in the Sweepstakes is defined as the natural person who is assigned a mobile phone number by a wireless carrier. Potential winners may be required to show proof of being the authorized account holder to the Sponsor or forfeit the Prize. Multiple participants are not permitted to share the same wireless mobile device phone number. Entries with an invalid, non-working, or inactive phone number will be disqualified and ineligible to win. All entries become the property of Sponsor and will not be acknowledged or returned. Any attempt to obtain entries in excess of the limit on entries as set forth in these Official Rules, including by using creating multiple wireless phone numbers, by using multiple and/or different identities, forms,
registrations, or by any other methods, will void all of the relevant Participant’s entries, and that Participant may be disqualified at Sponsor’s discretion.

5. **Prize**: One (1) “Prize” will be awarded, consisting of: (i) four (4) single-admission tickets to attend one (1) performance at the Houston Livestock and Rodeo™ starting at approximately 3:45 PM CT on March 26, 2017 (the “Show”), and (ii) free Chick-fil-A® Chicken Sandwiches for one (1) year (consisting of fifty-two (52) promotional cards (each, a “Promotional Card”) each valid for one (1) Chick-fil-A® Chicken Sandwich. The approximate retail value of the Prize is $540.68.

**Prize restrictions**: Prize may not be sold, offered for sale, assigned, transferred, offered for transfer, photocopied, duplicated, or redeemed or exchanged for cash, merchandise or services, except by Sponsor, in its sole and absolute discretion. Which reserves the right to substitute prize with a prize of comparable or greater value, including, but not limited to, if underlying food products become unavailable for any reason. Winner is solely responsible for any applicable fees, taxes and expenses associated with a Prize that are not specifically listed herein.

Additional terms, restrictions, and exclusions may apply to Show tickets and Promotional Cards; see front and back of tickets and Promotional Cards for additional terms and exclusions. In the event that the scheduled musical performer does not perform, or the Show or any part of it is cancelled, postponed or preempted for any reason, including weather, no rain checks, exchanges, substitution or cash replacement value of the Prize will be provided. Submission of Prize claim is the sole responsibility of Participant. Sponsor reserves the right to, in its sole and absolute discretion, not award a Prize to any Participant. Sponsor is not responsible and will not replace lost or stolen Prize or components of Prize.

With regard to the Promotional Cards, please note the Promotional Cards have no cash value. Additional terms, restrictions, and exclusions may apply to Promotional Cards; see front and back for additional terms and exclusions. All Promotional Cards are subject to verification and are void and will be rejected if not obtained through authorized, legitimate channels or if any part of any Promotional Card is determined by a Chick-fil-A cashier and/or supervisory personnel to be illegible, forged, reproduced, manipulated, mutilated, counterfeited, or tampered with in any way or if Promotional Cards contain printing, typographical, mechanical, or other errors.

In the event winner and/or any of winner’s guests at the Show (each, a “Guest”) engages in behavior during the Show that (as determined by Sponsor in its sole discretion) is obnoxious or threatening, illegal, or that is intended to threaten or harass any other person, or that in any way disparages or adversely affects the reputation, image, and/or customer goodwill of Sponsor or any of Sponsor’s services, products, trademarks, service marks, or logos, Sponsor reserves the right to terminate Prize redemption and send winner and/or Guest(s) home with no further obligations or compensation whatsoever to winner and/or Guest(s) (which may, in Sponsor’s sole discretion, result in such winner’s disqualification from the Sweepstakes and forfeiture of the Prize). In the event winner or Guest(s) engage in behavior during Show that (as determined by Sponsor in its sole discretion) is illegal, tortious, or subjects winner or Guest(s) to arrest or detention, Sponsor shall have no obligation to pay any damages, fees, fines, judgments or other costs or expenses of any kind whatsoever incurred by winner or guest(s) as a result of such conduct. SPONSOR SHALL HAVE NO LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF WINNER OR ANY GUEST’S ATTENDANCE AT THE SHOW OR ANY OTHER ASPECT OF WINNER’S OR ANY GUEST’S ACCEPTANCE OR USE OF THE PRIZE.

6. **Winner Selection & Notification**: One (1) potential winner will be randomly selected on or around March 17, 2017, by Sponsor from all Eligible Entries received during the Sweepstakes Period. Sponsor will
contact the potential winner via text message or phone call using the phone number associated with the wireless mobile device used to enter or included in the in-restaurant entry, and will provide details on how to claim the Prize. If a potential winner is unable to be contacted within 24 hours from the first attempt, the potential winner may forfeit the Prize. If a potential winner does not meet eligibility criteria or is otherwise unwilling or unable to comply with these Official Rules, or refuses to complete any additional documentation that may be required by Sponsor, an alternate winner may be selected at random from among the remaining Eligible Entries in accordance with these Official Rules, in Sponsor’s sole discretion. Only three (3) alternate winner selections will be made, after which the Prize will remain un-awarded.

7. **Verification of Potential Winners:** ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL PARTICIPANT’S ELIGIBILITY HAS BEEN VERIFIED AND PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

8. **Publicity:** Except where and as may be prohibited by law, participation in the Sweepstakes and acceptance of Prize constitutes express permission of winner for Sponsor and those acting pursuant to the authority of Sponsor to use such winner’s name, photograph, image, likeness, voice, opinions, hometown, and/or state for advertising, trade, promotion, and publicity purposes in all forms of media now known or hereafter discovered or devised, worldwide in perpetuity, without further notice, review or approval, permission, or compensation. If you do not agree to these terms, you should not participate in the Sweepstakes.

9. **General Conditions:** Sponsor reserves the right, in its sole and absolute discretion, to cancel, terminate, modify, extend, or suspend the Sweepstakes or any part thereof should non-authorized intervention, fraud, weather, force majeure events or other causes beyond the control of Sponsor corrupt or affect the administration, security, fairness, or proper conduct of the Sweepstakes. Sponsor reserves the right to disqualify any individual it determines, in its sole and absolute discretion, is or is attempting or intending to: (a) tamper with any aspect of the operation of the Sweepstakes, (b) defraud Sponsor, (c) undermine the legitimate operation of the Sweepstakes by cheating, deception, or other unfair playing practices, (d) annoy, abuse, threaten, or harass any other Participants, Sweepstakes Entities, or representatives of the Sweepstakes Entities, or (e) act in violation of these Official Rules. In such event(s), Sponsor reserves the right (in addition to disqualification of such individual) to seek damages from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision. No groups, clubs, newsletters, or organizations may reproduce or distribute any portion of these Official Rules to their members, and anyone who participates in the Sweepstakes through means not permitted by these Official Rules is subject to disqualification. No more than the stated number of Prizes will be awarded. In the event that production, technical, mechanical, typographical, or any other reasons cause more than stated number of Prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right, in its sole and absolute discretion, to award only the stated number of Prizes (previously not awarded) by means of a random drawing among all legitimate and eligible Prize claims.

**CAUTION:** ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

10. **Agreement to Official Rules:** By participating in the Sweepstakes, each Participant fully and unconditionally agrees to and accepts these Official Rules and the decisions of Sponsor (including but not limited to Sponsor’s employees or agents handling Prize redemption), which are final and binding in all
matters relating to the Sweepstakes. By participating in the Sweepstakes, each Participant waives any right to claim ambiguity in these Official Rules.

11. Release: By participating in this Sweepstakes, Participant agrees to release, indemnify, and hold harmless, the Sweepstakes Entities, Houston Livestock Show & Rodeo, Facebook, Inc., and each of their respective officers, directors, owners, employees, agents, affiliates and owner-operators (collectively, the “Released Parties”), from any and all liability for any injuries, loss, harm, damage, cost, or expense of any kind to any person(s), including, without limitation, property damage, personal injury, and/or death, arising in whole or in part, directly or indirectly, from acceptance, possession, use, and/or misuse of a Prize or participation in this Sweepstakes or any Sweepstakes-related activity and for any claims based on publicity rights, defamation, or invasion of privacy. The Released Parties are not responsible for cancellations or delays, or if any Prize cannot be awarded, or if the scheduled musical performer does not perform, or if the Sweepstakes cannot be conducted as planned for any reason due to non-authorized intervention, fraud, weather, force majeure event, acts of war, natural disasters, terrorism events or other causes beyond their control.

12. Limitation of Liability: Except where prohibited, Participant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or any Prize awarded, or the determination of the winners, shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes not to exceed $150 but in no event including attorneys' fees and (3) under no circumstances will Participant be permitted to obtain awards for and Participant hereby waives all rights to claim punitive, incidental, consequential, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE SWEEPSTAKES AND PRIZE, ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

13. Choice of Law: All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of Participant and/or Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Texas without regard to conflicts of law/choice of law doctrine of Texas or any other jurisdiction, and all proceedings regarding the same shall take place exclusively either in a state or federal court located in or around Houston, Texas. Participant agrees to the jurisdiction of such courts and waives any right to change of venue or any like right.

14. Privacy: By entering the Sweepstakes, each Participant agrees that Participant’s entry and any other personally identifiable information collected in connection with the Sweepstakes may be used by Sponsor or its affiliates for administration of this Sweepstakes, including in connection with prize fulfillment.

15. Official Rules and Winners List: Official Rules for this Sweepstakes may be obtained by visiting www.CFAhouston.com/rodeo. For a list of winners, visit www.CFAhouston.com/rodeo after April 1, 2017. Only the first name and first initial of the last name of winners will be provided.