

## **#TemeculaWineChallenge Social Media Contest**

### **OFFICIAL RULES**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS PROMOTION. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

**ELIGIBILITY:** The promotion is only open to those aged 21 and older. Employees of Temecula Valley Wine Country wineries are not eligible to enter or win a weekly prize. Instagram account must be public for your entry to be considered.

**TIMING:** The promotion begins Friday, September 1, 2017 at 10 AM PT and ends on Saturday, September 30, 2017 at 6 PM PT.

**TO ENTER:** Step 1: Pick your wine milestone from the list of 10 different challenges below.  
Step 2: Take a pic. Make sure we can see the full experience.  
Step 3: Post and tag. Post on Instagram & tag @temeculawines, #temeculawinechallenge #tastemidweek & #drinktemecula. Don't forget to check in at the winery!

#### **Wine Challenges:**

1. Take a selfie with a Temecula Valley winemaker
2. Taste a Temecula Valley wine made from a French grape
3. Convince tasting room staff to let you try a Temecula Valley barrel or tank sample
4. Taste a Temecula Valley Sangiovese
5. Document a delicious Temecula Valley food and wine pairing at one of our many wine country restaurants
6. Taste a Temecula Valley Syrah
7. Take a photo of wine grapes on the vine
8. Take a photo with tasting room staff
9. Taste a DRY (not sweet!) Temecula Valley sparkling wine (bonus if it's made with the Methode Champenoise!)
10. Take a photo with one of the many vineyard dogs out in Temecula Valley wine country

**JUDGING:** You can capture as many wine milestones as you like to up your chances of winning! Winners will be randomly chosen each week. At the end of the contest, we will announce one grand prize winner from the month. Winners will be announced on the sponsor's Instagram page and via the sponsor's Facebook page.

**PRIZES:** Each week, we will give away (2) SIP Temecula Passports, good for 5 wine tasting flights at participating Temecula Valley wineries, Monday through Friday. At the end of the contest, we will announce one grand prize winner from the month, who will receive (2) Reserve tickets to the People's Choice Blind Tasting and Awards event on November 12, 2017. This prize package includes a walk-around blind wine tasting and seat at the People's Choice awards dinner including a 5-course tasting menu and wine pairings.

**SPONSOR:** The Temecula Valley Winegrowers Association, 29377 Rancho California Rd., Ste. #203, Temecula, CA 92591

**LIMITS OF LIABILITY:** Sponsor and its respective affiliates, and all of their officers, directors, shareholders, employees, and agents are not responsible for: any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions, or defects of any telephone network, computer online system, computer equipment, servers, providers, or software, including any injury or damage to Entrant's or any other person's computer relating to participation or inability to participate in the Promotion; inability to access the Sponsor's website, mobile applications or social media outlets or upload information or data; theft, tampering, destruction, or unauthorized access to, or alteration of, Entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer, or electronic malfunction or traffic congestion on telephone lines or the Internet or any website or mobile application or for any other reason whatsoever; printing or other errors; or any combination thereof. Proof of uploading information or data or entering information at Sponsor's website or social media outlets is not considered proof of delivery or receipt. Illegible, duplicate and incomplete Entries will be disqualified. False, fraudulent, or deceptive entries or acts shall render Entrants ineligible and all associated entries will be void.

**INDEMNITY:** Entrant shall indemnify and defend Sponsor its parent companies, each of Sponsor's advertising agencies, and the officers, directors, employees, and agents of all of the foregoing and the successors and assigns of each of them, from and against actions, claims, damages, liabilities, costs and expenses, including reasonable counsel fees related to (i) Entrant's use of any prize, (ii) the Sponsor's use of any of the materials submitted by Entrant in connection with this Promotion or (iii) any intentional misconduct or negligence by Entrant in connection with this Promotion.

**RELEASES:** As a condition of participating in the Promotion, Entrants release Sponsor, affiliates and Instagram from liability, for loss, harm, damage, injury, cost or expense whatsoever including property damage, personal injury and death that may occur in connection with, preparation for, travel to, or participation in the Promotion, or possession, acceptance or use of prize or participation in any Promotion-related activities and claims based on publicity rights, copyright or trademark infringement, defamation or invasion of privacy and merchandise delivery.

**GENERAL CONDITIONS:** Potential winning Entrants are subject to Sponsor's verification. Sponsor's decisions are final and binding in all matters related to the Promotion. Potential winners must comply with these Official Rules, and receipt of prizes is contingent upon fulfilling all requirements. Sponsor is not responsible for technical, hardware or software failures, malfunctions, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmissions or unforeseen schedule changes that may limit an Entrant's ability to participate in the Promotion, even if caused by Sponsor's negligence. Sponsor has the sole discretion to modify, cancel or suspend this Promotion should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of the Promotion or Sponsor otherwise becomes incapable of running the Promotion as planned. Sponsor is not responsible for changes to Entrant's contact information.

**This promotion is not sponsored, endorsed, administered, or associated with Instagram.**