



## How Do You Tarp? Calendar Photo Contest 2023

Safely photograph your vehicle with a Roll-Rite® or Pulltarps® tarp system either partially operated or covering your vehicle using the following guidelines and in accordance with all of the rules set forth in this document (these “Rules”) and submit **by midnight Friday, December 1, 2023**.

**Introduction/Eligibility:** Roll-Rite, LLC (“Sponsor”) is offering this Calendar Photo Contest 2023 (the “Contest”). Contest may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Contest is governed exclusively by the laws of the United States. You are not authorized to participate in the Sweepstakes if you are not located within the 50 United States or the District of Columbia. To be eligible to participate in the Contest, entrant (“Entrant”) must be at least 18 (or, in Alabama or Nebraska, 19) years old as of the Contest Start Date (as defined below). Employees of Sponsors, their respective parents, subsidiaries, affiliates, advertising and promotion agencies and their family/household members (defined as parents, spouse, children, siblings, grandparents) are not eligible to enter. Void outside the fifty United States and the District of Columbia, and where prohibited, taxed, or restricted by law. All federal, state and/or local rules and regulations apply.

**Start/End Dates:** Contest begins at 12:00:01 a.m. E.T. on **Friday, September 1, 2023** (the “Contest Start Date”) and ends at 11:59:59 p.m. E.T. on **Friday, December 1, 2023** (the “Contest Period”).

### How To Enter; Photo/Video Submissions:

- For purposes of these Rules, “Submission” means any and all content, information, and/or other materials provided or made available, directly or indirectly, by Entrant to Sponsor in connection with the Contest.
- Entrant must photograph its vehicle with a Roll-Rite® or Pulltarps® tarp system either partially operated or covering its vehicle and submit same as part of its Submission.
- Please submit content in the highest quality setting your camera allows (high quality JPEG, HD mp4, etc) Images smaller than 600 by 800 pixels are not suitable for print publishing and may only be featured online
- Testimonials are welcome
- Upload using our online photo submission form at [https://www.rollrite.com/rr\\_products](https://www.rollrite.com/rr_products)
- Entrant must own or have obtained rights to all aspects of the Submission (including, e.g., by being the original photographer, an authorized business representative, etc), and have obtained all permissions, licenses, and/or releases, in each case which are necessary or reasonably advisable in order to grant all rights, licenses, and/or assignments to, and permit all uses by, Entrant as contemplated by these Rules. By providing any Submission, Entrant represents and warrants all of same and that the Submission does not and will not infringe, misappropriate, or otherwise violate any right, including any intellectual property or privacy right, of any third party.
- In the event an insufficient number of entries are received, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the prizes.
- Sponsor reserves the right to reject any entries that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever.

**Judging Criteria:** Prize winners will be selected based on the following criteria:

Safe Fleet Commercial Vehicle Brands:



Roll-Rite, LLC | 650 Industrial Dr. | Gladwin, MI 48624 | 800.297.9905 | [www.rollrite.com](http://www.rollrite.com) | [www.safefleet.net](http://www.safefleet.net)



- 50% weight given to photo *composition & focus* with complete vehicle in frame with the tarp system with tarp extended, either partially deployed over vehicle or fully deployed over vehicle or load.
- 30% weight given to photo *background composition* (with no identifiable vehicles, persons, or excess clutter)
- 20% weight given to overall impact with consideration to *lighting, color and contrast*.

[criteria][in equal measure][or by percentage of certain qualities]

The contest will take place under the supervision of the Sponsor. Entrants agree to be bound by these rules and the decision of the judges, whose decisions are final. Potential winners will be notified by e-mail or mail by [January 31, 2024]. To obtain a list of winners, visit <http://www.rollrite.com/services/resources/document-library.html> under Downloads and Photo Program [Wednesday, January 31, 2024, to Friday, March 1, 2024 ] or by sending a stamped self-addressed envelope after [January 31, 2024] to [Roll-Rite / Safe Fleet, Attn: Marketing, 650 Industrial Drive, Gladwin MI 48624].

**Entry Selection and Prize Details:** The following prizes will be awarded:

- **1<sup>st</sup> Prize:** \$500 credit towards a single product purchase
- **2<sup>nd</sup> Prize:** \$250 choice of Yeti Roadie cooler or \$250 credit towards a single product purchase
- **3<sup>rd</sup> Prize:** \$125 choice of Safe Fleet swag pack or \$125 credit towards a single product purchase

In addition, if sufficient entries are received for publishing a 2024 calendar, all entries published within the calendar will receive a copy of the 2024 calendar and pre-selected swag. Sponsors make no warranties with regard to the prizes. Prize is nontransferable and must be accepted as awarded. No cash or other substitution may be made, except by Sponsor in the event that the prize cannot be awarded for any reason, in its sole discretion, in which case, Sponsor will substitute a prize of equal or greater value. All taxes, fees and surcharges on prizes are the sole responsibility of winner. Each Entrant hereby irrevocably waives the right to assert as a cost of receiving any prize any and all costs of verification and redemption to redeem such prize, if any, and any liability which might arise from redeeming or seeking to redeem such prize. If applicable, prizes will only be delivered to United States addresses.

#### **Publishing:**

- All Submissions may, in whole or in part, be published across various branded marketing activities of Sponsor and/or any of its affiliates including social media, web sites or advertisements and collaterals without compensation
- Sponsor reserves the right to edit photos/video and publish with or without attribution due to space restrictions
- Sponsor reserves the right to publish testimonials with or without photos
- Without limiting the foregoing, Entrant hereby assigns all rights, including all intellectual property rights, in and to its Submission to Sponsor and acknowledges that as a result of such assignment, Sponsor and/or its designees shall have the right to publish, produce, use, adapt, edit and/or modify the Submission, including Entrant's name, picture, or likeness, in whole or in part, in any way and in any and all media, without limitation and without compensation to the Entrant.

**Privacy:** By providing any Submission, Entrant agrees to Sponsor's privacy policy at [safefleet.net/privacy-policy](http://safefleet.net/privacy-policy) and to Sponsor's use of the Submission, in whole or in part, in connection therewith.

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**Social Media Exposure (Optional on last page of these Rules):**

- If we publish your image and you would like us to tag your social media page, please provide your company's active social media page/account URLs on the last page of this document and return to [rr.marketing@safefleet.net](mailto:rr.marketing@safefleet.net)

**Miscellaneous:** By participating, Entrants agree to and hereby do release and hold harmless Sponsor, its parent companies, subsidiaries, and other affiliates, all advertising and promotions agencies, partners, representatives, agents, employees, officers and directors of any of same, and the successors and assigns of all of the foregoing, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in the Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Contest cannot take place or if any prize cannot be awarded due to force majeure, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Sponsor reserves the right to suspend, cancel or modify these Rules as necessary for any reason or as required by applicable law. Any and all disputes, claims and causes of action arising out of or connected with the Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action.

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(Social Media Booster Program on page 4)



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**Want Us to Tag Your Social Account?**

If you would like us to tag your social account when sharing your photo, please provide your active social media page/account URLs below. Our links are at the bottom of the page. We'd love to have you Like, Follow and Share our social accounts below.

Facebook Profile URL

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Instagram Profile URL

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LinkedIn Profile URL

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Twitter Profile URL

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YouTube Profile URL

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Other Profile URL

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**Links to Roll-Rite® Brand Social Media Accounts:** Please Follow, Like and Share On:



• **Links to our Service Centers:** If you're located near a service center, please Follow, Like and Share:

Northeastern Tarps  
& Service Center,  
Torrington, CT:



Western Tarps &  
Service Center,  
Henderson, CO:



**Links to Pulltarps® Brand Social Media Accounts:** Please Follow, Like and Share On:



Safe Fleet Commercial Vehicle Brands:

