

CSM's "NASCAR® Diversity Scholarship" Contest

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING.

By entering this Contest, you agree to be bound by these Official Rules and all decisions of the judges, which are final and binding.

1. Sponsor: CSM Production, 6427 Saddle Creek Court, Harrisburg, NC 28075 is the Sponsor of this Contest ("CSM Production" or "Sponsor").

2. Eligibility: CSM's "NASCAR® Diversity Scholarship" Contest ("Contest") is open to legal residents of the fifty (50) United States and the District of Columbia who are between the ages of 18 and 25 at the time of entry and who are students in good standing currently enrolled in an undergraduate degree program at an accredited college or university within the United States, and who have or create a free account on the YouTube platform. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for the National Association for Stock Car Auto Racing, Inc. ("NASCAR, Inc."), and its affiliates, and each of their respective employees, representatives, shareholders, officers, directors, members, agents, personnel, successors, and assigns, any team that participates in any NASCAR® -sanctioned race series or race, or any race track where a NASCAR® -sanctioned race is conducted, or the employees, representatives or agents of Sponsor, General Motors Company ("GM"), or any other entities responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest or supplying the prizes (or any components thereof), and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or win. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three months a year, whether related or not. Sponsor's decisions regarding eligibility of entrants are final and binding. Void in Puerto Rico and where prohibited by law.

3. Contest Period: Contest begins at 10:00 a.m. Eastern Time ("ET") on September 11, 2017, and ends at 11:59:59 p.m. ET on October 13, 2017 (the "Contest Period"). The server hosting the Website is the official time clock for the Contest.

4. To Enter: In a 90 second video, demonstrate one technology used in NASCAR, an issue it resolved, and how STEM professionals came to its design. Examples include but are not limited to track banking, safer barrier walls, drafting, gas mileage, tire wear, ethanol fuel, solar energy, etc. Entrants may describe a technology that is already in existence or propose a new technology that might tackle a STEM issue in NASCAR racing. Post your video to YouTube, then, during the Contest Period, enter online by visiting the website at NASCAR.com/diversity (the "Website"), fill out the registration form with your first name, last name and e-mail address, and provide a link to your video on YouTube. You must also read these Official Rules and agree to them before your entry is complete. Limit one (1) entry per person/e-mail address. Incomplete or garbled entries will be disqualified. Non-compliance with any entry procedure will result in disqualification. If you enter using a mobile device, standard data charges may apply from your carrier.

All entry videos must comply with the YouTube [Community Guidelines](#) and all terms and conditions of the YouTube platform. Noncompliant entries will be disqualified, in the sole discretion of Sponsor. Videos may not exceed 2GB and may be submitted in any of the following formats: MOV, MP4, AVI, WMV, FLV, 3GP, MPEGPS, WebM. Videos must be in English. You must be the sole creator of the entry video and no individuals other than you may appear in the entry video. No teams or groups are allowed to enter. **DO NOT INCORPORATE MUSIC INTO YOUR VIDEO.** Do not incorporate any copyrighted works into your video. Videos should not include recognizable third party logos or trademarks. Videos depicting content deemed inconsistent with the NASCAR® and CHEVROLET® brands, as determined in Sponsor's sole discretion, will be disqualified. No professional videography or editing allowed. By submitting a video and entering the Contest, you hereby represent and warrant that (i) the video is your original work produced for this Contest without material assistance from any other individual; (ii) your video does not infringe any copyright, trademark, right of privacy, right of publicity, or other rights of any third party; (iii) you have not previously submitted the video in any other contest or competition, and you have the authority to provide the licenses and permissions to Sponsor, NASCAR and GM described in these

Official Rules; (iv) your video does not contain any virus, malware, or other harmful or malicious code; and (v) submission and display of the video does not violate any applicable laws or regulations and does not violate any agreements or obligations to any third party. By entering, you agree to release and indemnify Sponsor, NASCAR and GM from any and all claims arising out of any breach of these warranties and/or arising out of any use of your entry video in accordance with the licenses granted herein.

By submitting a video and entering the Contest, you hereby grant to Sponsor, NASCAR, Inc., and GM a perpetual, worldwide, irrevocable, royalty-free license in and to the video submitted in your entry, so that Sponsor, NASCAR and GM have the right, collectively and independently, to use, not use, display, post, publish, copy, edit, and create derivative works from the video in any and all media, worldwide, without limitation or further obligation to you or any other entity.

By entering, you acknowledge and agree that multiple participants may submit videos that address similar topics or discuss similar ideas as your entry video and that NASCAR and its business partners may already be investigating or developing technical solutions that are related or similar to those that you discuss in your video. You acknowledge and agree that you shall not have any claim against any other entrant, or against Sponsor, NASCAR, Texas Motor Speedway or GM, or any of their respective employees, shareholders, officers, directors, members, successors or agencies, arising out of any such similarity. The Released Parties, as defined herein, shall have no responsibility or liability to you arising out of use by any other party of your entry video or its substance.

5. Selection of Winners: Representatives of NASCAR will serve as judges for the Contest and will judge all eligible entry videos based on the following judging criteria: technical accuracy of discussion of STEM topic; clarity of expressing science of STEM topic in easy-to-understand terms; demonstration of understanding of STEM topics in racing; originality and creativity of presentation; and quality and appeal of the video ("Judging Criteria"). The top scoring video according to these Judging Criteria shall be the First Prize winner, the next top scoring video will be the Second Prize winner, and the next two (2) top scoring videos will be the Third Prize winners, subject to confirmation. Sponsor's decisions are final and binding on all matters related to the Contest. In the event of a tie at any level, the video entry with the higher score for the technical accuracy element shall be the winner. Sponsor reserves the right to select fewer than four (4) winners if there are fewer than four eligible entries in the Contest meeting the criteria established for this Contest, in the sole discretion of the judges.

6. Winner Notification: Potential Winners will be notified via e-mail at the e-mail address provided in the entry on or about October 20, 2017. All potential winners must complete, sign and return within three (3) business days of receipt a Declaration of Eligibility, a Liability Release and Indemnification, and a Publicity Release, where allowed by law, in order to claim prize. If an e-mail notification is returned as undeliverable, or if the signed documentation is not returned to Sponsor within specified time period, or if documentation is returned as non-deliverable or if potential winner is found to be ineligible or otherwise not in compliance with these Official Rules, or if potential winner declines the prize for any reason, that potential winner will be disqualified, the prize forfeited and Sponsor will notify as an alternate potential winner the entrant whose video had the next highest score according to the procedure above. Guests of all Prize Winners must also complete, sign and return a Liability Release and a Publicity Release (where legal), prior to issuance of travel documents. If any potential winner is under the age of 21, the guest must be a parent or guardian of the winner. If a prize is forfeited for any reason after the prize has already been confirmed and awarded, then no alternate winner will be selected for that prize.

7. Prizes, Approximate Retail Values ("ARV"): All four (4) winners will each receive a trip for winner and one (1) guest to the Monster Energy NASCAR Cup Series™ AAA Texas 500 race ("Race") at the Texas Motor Speedway in Fort Worth, Texas on November 5, 2017. Trip prize ("Trip") includes round-trip coach air transportation for winner and one (1) guest to Dallas/Forth Worth from the major commercial airport(s) of Sponsor's sole choosing near winner's and guest's residences; two (2) nights standard hotel (double occupancy) accommodations at a hotel of Sponsor's choosing; and two (2) tickets for winner and guest to attend the Race. Approximate retail value of the Trip is \$2,000 each.

In addition to the Trip, the First Prize winner will receive a college scholarship of \$10,000. The Second Prize winner will receive a college scholarship of \$5,000. The two (2) Third Prize winners will each receive a college scholarship of \$2,500.

Sponsor will recognize winners at the Race in a special ceremony, but winners do not have to attend the Race to receive the scholarship portion of the prize. Scholarship portion of the prize will be paid directly to the college or university in which the winner is enrolled and may be used to offset costs of tuition and fees required for enrollment, or fees, books, supplies, and equipment required for courses at the college or university. Sponsor will work with the appropriate scholarship office at the applicable college or university to set up the appropriate logistics. Policies and logistics will vary by school, but it is possible that the scholarship would not apply until the summer or fall semester of 2018.

Actual value of the Trip prize may vary depending on point of departure and other factors. If a winner or guest lives within approximately 250 miles of Fort Worth, TX, Sponsor may substitute, in its sole discretion, round-trip ground transportation between winner's or guest's residence and the hotel instead of air transportation, and winner will not receive any substitute prize or compensation in conjunction with such substitution. Any difference between the estimated value of the prize and the actual value will not be awarded to winner. Race tickets are subject to the policies and procedures established by NASCAR and Texas Motor Speedway.

Winners are solely responsible for any costs and expenses of the Trip not specified as included in these Official Rules, including but not limited to tips, meals, souvenirs, local and long-distance telephone calls, laundry, insurance, baggage fees, and other personal expenses associated with the Trip. No substitution of prize is permitted except that Sponsor in its sole discretion may award a substitute prize/prize component of equal or greater value if advertised prize/prize component is unavailable at time of awarding for any reason, or where required by law. Prize may not be transferred. Prize is not exchangeable or redeemable for cash. Federal, state and local taxes on the Trip are the sole responsibility of the winners. Sponsor will issue a 1099 Tax Form in the amount of \$2,000.00 to each winner at the appropriate time, except that if a winner declines the Trip portion of the prize, then no 1099 form will issue.

All travel will be arranged by Sponsor. Travel arrangements are subject to availability and are in Sponsor's sole discretion. Winner and guest must provide their own transportation to and from departure airport(s). Winner and guest are solely responsible for obtaining and traveling with photo identification and any other documentation required for travel. The Released Parties are not liable for any expenses incurred as a consequence of flight cancellation/delay. There shall be no compensation or prize substitution if winner and/or guest are unable to take scheduled Trip by reason of illness, family emergency, personal events, terrorism, labor strikes, weather, or other acts beyond Sponsor's control. There shall be no compensation or prize substitution if the Race is cancelled or rescheduled for any reason.

8. Conditions and Limitations of Liability: By participating, entrants agree to be bound by and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. By participating in this Contest, entrants agree to release and hold harmless NASCAR, Inc., General Motors Company, Monster Energy, Texas Motor Speedway, CSM Production, YouTube, each of their respective parent, subsidiary, affiliated and successor companies, advertising and promotion agencies and prize suppliers, and each of their respective shareholders, officers, directors, agents, members, representatives and employees, as well as each of their respective successors and assigns (collectively and individually, the "Released Parties") from any and all actions, claims, injury, loss or damage (whether due to negligence or otherwise) to person(s), including death, or property arising in any manner, directly or indirectly, in whole or in part from participation in this Contest, or any Contest related activity, and/or acceptance, possession, misuse or use of any prize or prize component. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this Contest or use or redemption of any prize or scholarship. Except where prohibited by law, by accepting a prize, winner authorizes the Released Parties and those acting pursuant to their authority to use his/her name, voice, likeness, photograph, prize information, entry video, audio/video footage of the award ceremony, statements, biographical data and city and state of residence in any media now known or hereafter discovered, world wide, including on the World Wide Web and Internet, in perpetuity, at any time or times, in programming, advertising, trade and/or promotional material or on a winner's list (if applicable) without additional compensation or notice, review or approval and waives his/her moral rights therein if any. Released Parties are not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at their sole discretion, without obligation or compensation.

If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the Contest and to terminate, modify or suspend the Contest. In such event, Sponsor reserves the right to conduct the Contest and award the scholarships in a manner which is fair, appropriate and consistent with these Official Rules, as determined by Sponsor in its sole discretion, including selecting winners from among any eligible entries that are not affected by the corruption. Notice of termination/modification/suspension of Contest will be posted on the Website. Released Parties are not responsible for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of, submitted contest entries, or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, mobile devices, software, failure of any e-mail or electronic submitted answer to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to any person's computer or mobile device related to or resulting from participation in or downloading any materials from this Contest. Released Parties are not responsible for any lost, late, misdirected, misdelivered, mutilated, or garbled mail or e-mail. In case of dispute, entries will be declared made by the authorized account holder of the email address provided in the entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet Access Provider, Online Service Provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

Participants further agree not to knowingly damage or cause interruption of the Contest and/or prevent others from participating in the Contest. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY PERSON MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

TO THE EXTENT PERMITTED BY LAW, RELEASED PARTIES MAKE NO WARRANTY OR CONDITION, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF THE PRIZE, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. THE FOREGOING EXCLUDES ANY PRIZE COMPONENT PROVIDED BY ONE OF THE RELEASED PARTIES AND ONLY THEN TO THE EXTENT OF THE LIMITED WRITTEN WARRANTY (IF ANY) PROVIDED BY A PARTY.

9. Disputes: Except where prohibited, an individual participating in the Contest agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or the prize shall be resolved individually, without resort to any form of class action, and exclusively in a United States District Court for the District of North Carolina or an appropriate North Carolina State Court of competent jurisdiction and participant expressly agrees to the personal and subject matter jurisdiction of such court and waives any right of change of venue or like right; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest, but in no event attorneys' fees or legal fees; and (3) under no circumstances will such individual be permitted to obtain awards for, and he/she hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of an individual participating in Contest shall be governed by, and construed in accordance with, the laws of the State of North Carolina, without giving effect to any choice of law or conflict of law rules (whether of the State of North Carolina or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of North Carolina.

10. Privacy Notice: The personal information you provide with your entry into the Contest will only be used in the administration of the Contest. Sponsor will use your e-mail address to contact you if you are a winner in the Contest and to communicate with you about your prize and scholarship. Sponsor, NASCAR and GM will not use your personal information for marketing purposes and will not share your information with any other parties, except to the extent necessary to share such information with agencies assisting with the administration of the Contest, which agencies are under a contractual obligation not to use your information for any other purpose. Sponsor, NASCAR and GM may maintain your personal

information, subject to the terms of their respective privacy policies. Sponsor's privacy policy may be accessed at www.gojhe.com/privacy-policy. NASCAR, Inc.'s privacy policy may be accessed at http://www.nascar.com/en_us/privacy.html. GM's privacy policy may be accessed at <http://www.gm.com/toolbar/privacyStatement.html>.

11. Winner's List: For a list of winners, mail a separate self-addressed, stamped envelope to CSM's "NASCAR Diversity Scholarship" Winners, c/o CSM Production, 6427 Saddle Creek Court, Harrisburg, NC 28075 no later than October 31, 2017. Allow 6-8 weeks following the close of the Contest for delivery of list.

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