

OAKLAND COUNTY "LOCAL GEMS"

# Official Sweepstakes Rules



SPONSORED BY OAKLAND COUNTY, BY AND THROUGH OAKLAND COUNTY ECONOMIC DEVELOPMENT, AND GENISYS CREDIT UNION



**NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. VOID WHERE PROHIBITED BY LAW. MUST BE 18 YEARS OF AGE OR OLDER TO ENTER.**

### **SWEEPSTAKES OVERVIEW:**

Oakland County, by and through Oakland County Economic Development (ED) and Genisys Credit Union (“Sponsors”), are sponsoring a Sweepstakes for participants in Michigan to support small businesses in Oakland County. This Sweepstakes is governed by these official rules (“Official Rules”).

One grand prize winner, one second prize winner, and one third prize winner will be selected randomly under the criteria specified in these Official Rules. All interpretations of the Official Rules and decisions relating to the Sweepstakes made by ED are final.

### **REGISTRATION PERIOD:**

The Sweepstakes entry period commences at 12:01 a.m. ET on November 1, 2024, and ends at 11:59 p.m. ET on November 30, 2024. Mailed or hand-delivered entries and must be received by ED by 4:30 p.m. EST, November 22, 2024, hand-delivered at the Oakland County Executive Office Building, 2100 Pontiac Lake Road, Building 41 West, Waterford, MI 48328, 1st-floor security desk, ATTENTION: Paula Harrington.

### **ELIGIBILITY:**

The Sweepstakes is open to Michigan residents 18 years of age or older at the time of entry during the Registration Period (“Participants”). Employees of Oakland County, Genisys Credit Union and subcontractors of either are not eligible to enter or win the Sweepstakes.

### **PARTICIPATION:**

By participating in this Sweepstakes, Participants: (1) agree to be bound by these Rules and by the interpretations of these Rules by ED; (2) agree to comply with all applicable federal, state, and local laws, rules and regulations; and (3) agree to be bound by the decisions of ED regarding the Sweepstakes.

### **ENTRY:**

Participants may enter by fully completing the entry form [forms.oakgov.com/215](https://forms.oakgov.com/215) and submitting it to ED online, by mail, or in person. A photograph that meets the Sweepstakes requirements must be included with each submission.

Multiple entries can be submitted by Participants, but each entry is restricted to one entry per small business location. Each entry must include a separate and distinct photograph from the Participant’s other entries submitted.

Alternative Entry: Any person over 18 years of age may send a 3 x 5 index card with their name, address, and phone number to: “Local Gems Sweepstakes,” Attention Paula Harrington, Oakland County Executive Office Building, 2100 Pontiac Lake Road, Building 41 West, Waterford, MI 48328. The entry must arrive at the above address by 4:30 p.m. EST, November 22, 2024. ED is not responsible for late arriving or missing entries.

The odds of winning depend on the number of completed eligible entries.

### **PHOTOGRAPH POST GUIDELINES:**

The photograph submitted must depict the inside or outside of a small business in Oakland County, preferably with one or more persons in photo, taken during the Registration Period. A small business is defined for this Sweepstakes as an independently owned and operated, legal, brick-and-mortar business physically located in Oakland County. Participant is not required to make a purchase at the business.

The photograph must not have been taken, in whole or in part, from anyone other than the Participant. Photographs deemed to be from a copied source or plagiarized will be disqualified. Photographs must not have been used for commercial purposes. Photographs may not contain anything that could be considered inappropriate or offensive, as determined by ED, in its sole discretion. This includes, but is not limited to, material that contains inappropriate language, nudity, sexual activity, drug or alcohol use, violence; material that is hateful, tortuous, defamatory, slanderous, libelous, or otherwise unlawful; material that promotes bigotry, racism, hatred or harm against any group or individual; and material that violates or infringes another's rights.

ED reserves the right, in its sole discretion, to disqualify any photograph that it deems to be a violation of these Rules or that is not in keeping with the County's image. ED may request a Participant to modify or edit the photograph to meet such standards.

Oakland County shall have the absolute right to publish, replicate, create derivative works of, reproduce, distribute, and display the photograph in any manner, without compensation to the Participant.

### **PRIZES:**

There will be one grand prize, one second place prize, one third place prize selected randomly from the entries submitted (collectively called "Winners").

The grand prize winner will be awarded a check in the amount of \$1,000 courtesy of Genisys Credit Union.

The second prize winner will be awarded a check in the amount of \$500 courtesy of Genisys Credit Union.

The third prize winner will be awarded a check in the amount of \$250 courtesy of Genisys Credit Union.

Sponsors reserve the right to substitute prizes of equal value and to award additional prizes to other Participants other than the Winners.

Prizes will be awarded during a check presentation on December 18, 2024, at designated location, with Winners using their best efforts to attend the check presentation.

Winners may waive their right to receive prizes. Prizes are nonassignable and nontransferable. No substitutions are allowed by Winners. Prizes are not redeemable for cash.

All applicable taxes, and any other costs and expenses associated with acceptance and use of prize not specifically provided for in these Official Rules, are solely the Winners' responsibility.

### **SELECTION AND NOTIFICATION:**

The Winners will be selected randomly from among all eligible entries. ED will notify the winners by December 4, 2024, via phone number provided on the entry form. Multiple attempts will be made to contact the Winners. Winners who do not reply by 5:00 p.m. on December 5, 2024, will forfeit their prize, and an alternative potential Winner may, in ED's sole discretion, be chosen from among all the remaining eligible entries received. ED reserves the right to select an alternative winner in the event that any potential winner fails to comply with these Rules.

### **WINNER VERIFICATION:**

To be eligible to be declared a winner and to receive the prize, the potential winners must sign, within five (5) calendar days of notification of winning: (i) an Affidavit of Eligibility and Release releasing Oakland County from any and all liability, loss, claims, demands, and causes of action relating to participating in

this Sweepstakes and attesting to eligibility as it relates to age, residence and identity; and (ii) a publicity release granting the County the right to use potential winner's name, picture and/or likeness, or biographical information for publicity purposes, in any media now or hereafter known, throughout the world in perpetuity without additional compensation or consideration or notification. ED expressly reserves the right to delay the announcement of the winners for any reason ED deems necessary.

### **GENERAL TERMS:**

Sponsors are not responsible if the Sweepstakes cannot take place or if any prize cannot be awarded due to events outside of the reasonable control of Sponsors. Sponsors reserve the right, in their sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes or any part of the Sweepstakes.

Any violation of these Rules by a winner will result in such winner's disqualification as a winner of the Sweepstakes. Upon disqualification, all privileges as a winner will be immediately terminated.

All information submitted by Participants is subject to and will be treated in accordance with Oakland County's Terms of Use and Privacy Policies, accessible at [www.oakgov.com/pages/terms-of-use.aspx](http://www.oakgov.com/pages/terms-of-use.aspx).

All information provided by Participants may be subject to disclosure under the Michigan Freedom of Information Act, Court Order, or other rule of law.

By submitting an entry in this Sweepstakes, Participant represents that: (1) he or she has the right to submit the entry; (2) all persons whose name or likeness appearing in the entry have unconditionally consented, in writing, to allow use of their name or likeness (a copy of such writing will be furnished to the ED upon request); and (3) the entry does not infringe upon any third party's proprietary rights, intellectual rights, or other rights.

### **REQUESTS FOR NAMES OF WINNERS AND RULES:**

For the name of the Winners and/or a copy of the Official Rules, visit the ED Website at [oakgov.com/shopsmall](http://oakgov.com/shopsmall) or send a self-addressed stamped envelope to:

#### **Erick Phillips**

Oakland County Economic Development  
2100 Pontiac Lake Road, Bldg 41 West  
Waterford, MI 48328

### **RELEASE AND INDEMNIFICATION:**

BY PARTICIPATING IN THIS SWEEPSTAKES, PARTICIPANTS AGREE TO INDEMNIFY, HOLD HARMLESS, DEFEND, AND RELEASE OAKLAND COUNTY, OAKLAND COUNTY ECONOMIC DEVELOPMENT, GENISYS CREDIT UNION AND ANY ENTITY INVOLVED IN THE CREATION, OPERATION, OR FULFILLMENT OF THE SWEEPSTAKES AND THEIR RESPECTIVE AGENTS, EMPLOYEES, ELECTED OFFICIALS, OFFICERS, DIRECTORS, SUCCESSORS, AND ASSIGNS FROM AND AGAINST ALL CLAIMS, INJURIES, OR DAMAGES ARISING OUT OF OR RELATING TO PARTICIPATION IN THE SWEEPSTAKES; THE USE, MISUSE, OR REDEMPTION OF THE PRIZES; AND FOR ANY CLAIM, INCLUDING CLAIMS BASED ON DEFAMATION, PUBLICITY RIGHTS, INVASION OF PRIVACY, COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT, OR ANY OTHER INTELLECTUAL PROPERTY RELATED CAUSE OF ACTION.