



Run for Cash

OFFICIAL PROMOTIONAL RULES

THE 2011 Milwaukee **Rally RUN FOR CASH**, Presented by the Metro Milwaukee Harley-Davidson Dealers (Sponsor) is your chance to collect passport stamps for a chance to win cash and prizes!

TIMELINE

The Run starts at 9:00AM CST on Thursday 09/01/11 and ends at 5:00PM CST on Sunday 09/04/11. Riders collect their stamps at the four Harley-Davidson Dealers of Metro Milwaukee, The Harley-Davidson Museum Gift Shop & the Potawatomi Bingo Casino Fire keeper Booth. Ticket sales will end at 5:00PM on Sunday 09/04/11.

PRIZES

Grand Prize:

- 1st Place. The one grand prize winner will receive \$ 5,000.00 in Cash

Additional prizes include:

- 2nd Place - \$2,500 PBC Rewards Play*
- 3rd Place - \$1,500 PBC Rewards Play*
- 4th Place - \$750.00 PBC Rewards Play*
- 5th Place \$250 PBC Rewards Play*
- 6th - 15th Place \$150 Gift Certificate redeemable at any one of the four Harley-Davidson Dealers of Metro Milwaukee

DRAWING

Winners will be randomly-selected at 2:00pm on September 5th , 2011 at

the offices of the Milwaukee Rally. Winning names will be posted on www.milwaukeeerally.com no later

than September 9th, 2011. The grand prize winner will be awarded the prize thru the offices of the Harley-Davidson Dealer of Metro Milwaukee. Additional winners will receive of their respective prizes by October 1st, 2011.

RULES & CONDITIONS

All participants must purchase their **Run for Cash** tickets either on line, at any of the four Metro Harley-Davidson Dealerships prior to the Rally or at any of the Official **Run for Cash** Tents at the four Harley-Davidson Dealers of Metro Milwaukee during the Rally. A purchase will not improve your odds of winning. The drawing is open only to individuals who are at least 18 years of age or older at time and date of registration. By participating in this promotion, you elect to receive information pertaining to the 2011 Milwaukee Rally and subsequent Milwaukee Rally promotions.

FORMS AND DATA

The Milwaukee Rally will not share, rent, sell, or lease your information to anyone - it will be used for the sole purpose of keeping you informed of Milwaukee Rally programs. **Run for Cash** forms are non-transferable and have no cash value. Winners will be notified by phone, mail, and/or e-mail. If any potential winner cannot be contacted, does not respond within 5 days, or the notification is returned as "undeliverable", he or she forfeits all rights to any prize. In this case, an alternate winner may be selected. Eligibility is granted once

purchase is complete and payment is received at

one of the sales locations. All decisions of the judges are final. Registrations that are lost, damaged, illegible, misdirected, incorrect, garbled, or incomplete for any reason will not be eligible. The Harley-Davidson Dealers of Metro Milwaukee in their sole discretion, reserve the right to disqualify any person tampering with the registration process. The participating dealers further reserve the right to cancel, terminate, or modify any promotion not capable of completion as planned, unauthorized intervention, force majeure, or technical failures of any sort. Chances of winning are based on the number of entries received by the participating dealers. The participating dealers will not be responsible for awarding more than the allotted number of prizes. Income and other taxes, if any, are the sole responsibility of the winners. Potential winners may be required to sign an affidavit of eligibility (including social security number) and liability/publicity release. Affidavits and releases must be returned within 5 days or an alternate winner may be selected. The participating dealers are not responsible for errors in the administration or fulfillment of this promotion; including without limitation to mechanical, human, printing, distribution or production errors, and may modify or cancel this promotion based upon such error at its sole discretion without liability.

All rules, regulations, and responsibilities herein apply to the



Run for Cash

four Harley-Davidson Dealers of Metro Milwaukee, Open Road Events, and their partners. Void where prohibited.

PARTICIPATION

Purchase Tickets; online at www.milwaukeerally.com

Purchase Tickets in-store at any of the four Metro Milwaukee Harley-Davidson Dealerships prior to the Rally

Purchase Tickets at the Official **Run for Cash** tent at any of the Harley-Davidson Dealers of Metro Milwaukee during the Rally

Each participant must redeem his **Run for Cash** ticket for the official passport playing card at any of the Official **Run for Cash** Tents at any of the four Harley-Davidson Dealers of Metro Milwaukee Starting at 9:00AM Thursday September 1, 2011 and during the hours of the Rally. When participants have acquired stamps at all SIX (6) of the participating locations, they must turn in their completed passport form at any of the Official **Run for Cash** tents at any of four Harley-Davidson Dealers of Metro Milwaukee dealerships. ALL COMPLETED PASSPORTS MUST BE TURNED IN BY 5:00PM SUNDAY SEPTEMBER 4th, 2011.

Winners must show valid state or federal ID to claim any prize.

LIMITATIONS AND LIABILITY

Entrants agree to release and hold harmless Harley-Davidson Dealers of Metro Milwaukee, Open Road Events,

Potawatomi Bingo Casino, and their respective promotional partners, prize partners, agents, agencies, and the officers, elected officials, directors and employees of each of them ("the Released Parties") from and against any claim or cause of action arising out of participation in the Promotion, acceptance and use of any prize. Entrant waives the right to claim any damages whatsoever, including, but not limited to punitive, consequential, direct or indirect damages.

At each stop each player will receive a stamp on their passport at the specified location (At the Potawatomi Bingo Casino stop participants will be given their stamp and the Milwaukee Rally Money Clip after registering for the Fire Keepers Club or proving existing membership)

Upon completion of all 6 stops (cards with less than 6 stamps will be disqualified) the card must be turned into the official Rally booth at any of the four dealerships

OFFICIAL DATES & HOURS

Start 9:00AM Thursday 9/1/11 Finish 5:00PM Sunday 9/4/11

Riders must assure that their name, email, and contact information is included and legible on the card.

Entries will be judged by the following criteria: Clear stamps in each of the 6 boxes on the passport.

INQUIRIES

info@milwaukeerally.com

HARLEY-DAVIDSON DEALERS OF METRO MILWAUKEE

Milwaukee Harley-Davidson
11310 W. Silver Spring Road
Milwaukee, WI 53225

Hal's Harley-Davidson/Buell
1925 S. Moorland Road
New Berlin, WI 53151

Suburban Motors
139 N. Main Street
Thiensville, WI 53092

House of Harley-Davidson/Buell
6221 W. Layton Avenue
Milwaukee, WI 53220

***Rewards Play prize requires Potowotami Bingo Casino Fire Keeper's Club Card and may be used for Slots only.**