

## SuperMask SuperModel Contest Official Rules

1. No purchase necessary to enter or win. The SuperMask SuperModel Contest ("Contest") is sponsored by Farnam Companies, Inc. ("Farnam"). The Contest begins on June 29, 2020 12:01 (PT) and ends on July 17, 2020 11:59 pm (PT). Entries must be received by July 17, 2020 11:59 pm (PT). Only one entry per entrant allowed. All eligible entries will be entered in the Contest. Incomplete entries will not be accepted. Entries are subject to verification. Submissions may be investigated and voided if fraudulent. Affidavits may be required to confirm eligibility. If entering via mobile device, data and mobile charges may apply. Check with your carrier.
2. Open to horse owners who are 18 years of age or older as of June 29, 2020 and reside in the fifty (50) U.S. states or the District of Columbia; horse featured in entry must be located in one of the fifty (50) U.S. states or the District of Columbia. Employees of Farnam, its parent company, subsidiaries, affiliates, related companies, distributors, suppliers, brokers, retailers, advertising and promotional agencies, and the members of the immediate families and/or households of each of the above are not eligible to participate. By entering, entrants agree that they have complied with all Contest and eligibility rules. Offer valid in the USA only. Void where prohibited or otherwise restricted by law.
3. To enter:
  - (a) visit [www.farnam.com/SMSM2020](http://www.farnam.com/SMSM2020), click on the contest tab; AND
  - (b) completely fill out and submit the entry form; AND
  - (c) upload only one (1) photo of your horse that meets the photo submission requirements outlined below.
4. Farnam photo submission requirements:
  - (a) Entrants must solely own all rights and title to the photograph submitted as an entry to this Contest. Purchasing a photograph of entrant's horse from a photographer may not entitle entrant to all rights and title to such photograph.
  - (b) Photo must have been taken within the last twelve (12) months.
  - (c) Photo must NOT be created or modified using photo editing software.
  - (d) Photo must be .jpg .gif or .png format and must NOT be smaller than 72 dpi or larger than 3 MB in size.
  - (e) Photo must NOT include any images of any person or individual.
  - (f) Photo must feature one (1) horse owned by entrant and must show full body of horse. NO other animal may be featured in the photo.
  - (g) Although not necessary to enter or to win, photo may feature a Farnam product, so long as the product is not a horse mask.
  - (h) Other than delineated in 4(g), photo must NOT show any product branding of any kind.
  - (i) Photo must be of good quality, not blurry, and will not distort when displayed as page cover photo.
  - (j) Photo may NOT be inconsistent with the positive images and/or goodwill associated with Farnam.

Submissions which violate, in Farnam's sole discretion, any of the requirements contained herein shall be deemed ineligible and any such submission shall be void.

Prizes will be mailed to confirmed addresses only. All entries become the property of Farnam and will not be returned. Farnam may use any and all entries for advertising/promotional purposes of this Contest without payment to entrant.
5. An internal panel employed by Farnam shall judge entries for: (i) photogenic qualities, e.g., presentation of the horse, background choices, lighting, and the ability to view the full body of the horse, 50%; and (ii) judge appeal, e.g., the condition of the horse and its hair coat, condition of its weight, and conformation 50%. Judges' decisions are final. Winner will be notified by August 21, 2020 by certified mail, overnight mail, phone and/or e-mail. Winner will be required to sign and return a prize release and other documents, as necessary, within the timeframe stipulated on prize notification, or prize will be forfeited. Prize cannot be substituted for cash. Prize is non-transferable. Winner is responsible for all applicable taxes.
6. In consideration of Farnam's acceptance of entrant's entry, entrant agrees to indemnify, defend and hold Farnam, its parent company, subsidiaries, related and/or affiliated companies, divisions, agents, employees, successors, heirs and all judges of the Contest harmless from and against any and all liability, claims or losses for its/their actions arising from, or related to, the drawing and handling of entrant's entry, the use and/or publication of the entry and the conducting, advertising and sponsoring of this Contest.
7. Farnam is not responsible for: (a) lost, interrupted, inaccessible or unavailable networks, servers, satellites, internet service providers, websites, or other connection, availability or accessibility problems arising in connection with or over the course of the Contest; or (b) any malfunction of entrant's computer, telephone or cable transmission or hardware/software malfunction. This Contest cannot be republished in any other medium without the express written consent of Farnam. To get a copy of these Official Rules, send a written request to: SuperMask SuperModel Contest, c/o Farnam Companies, Inc., P.O. Box 34820, Phoenix, AZ 85067-4820. To request a list of the names of winners, send a self-addressed stamped envelope after September 30, 2020 to the address above.

### PRIZES:

One Grand Prize: A selection of Farnam® branded horse products (approximate retail value, \$1,000); and one (1) photo shoot of winner's horse to be utilized in Farnam's advertising. Photo shoot shall occur in a manner consistent with guidelines and/or requirements of the Center of Disease Control and Prevention, and all applicable state/local requirements/guidelines.