

SPONSOR: Contest is sponsored by The Lakeland Center., the headquarters of which are located at 701 West Lime Street, Lakeland, FL 33815 ("**Sponsor**").

1. ELIGIBILITY: The Lakeland Center Throws a Surprise Wedding Contest ("**Contest**") is open to two-person couples, each member of which:

- a. Is a legal resident of Florida;
- b. Is 18 years of age or older at the time of entry;
- c. Is engaged to be lawfully married to the other member of the couple at the time of entry,
- d. Is ready, willing and able to be lawfully married on the date specified by Sponsor of September 15, 2012 in a wedding arranged by the Sponsor as set forth below, and potentially broadcast on the Internet and otherwise publicized;
- e. Is of good moral character, has never been convicted of a crime of any nature (other than a misdemeanor that did not involve personal injury, drugs or alcohol), and has nothing in his/her background that would be an embarrassment to Sponsor should the couple be selected as the winner of the Contest;
- f. If requested, is willing to undergo a background check conducted by Sponsor's agent and to sign all requested waiver, consent and authorization forms authorizing the release of personal and background information for the purpose of such background check;
- g. Is willing to comply in full with these Official Rules and all other terms and conditions of the Contest;
- h. Is not excluded from eligibility by these Official Rules and/or the other terms and conditions of the Contest;
- i. Must be able to make the necessary time commitment to plan, promote and participate in the wedding before, during and after the actual ceremony; and
- j. Is willing to be married outside of a religious dwelling.

Each couple, the members of which are in full compliance with the above criteria, shall be referenced herein as an "**Entrant**" or, collectively with other such couples, as "**Entrants.**" Each member of an Entrant must be willing to sign an affidavit attesting to the truth of all facts stated in such Entrant's entry and accompanying materials (described below) and further attesting to the fact that each member of the Entrant meets all eligibility requirements stated above and herein.

Employees of the City of Lakeland or other advertising or promotion agencies or business partners involved with or retained to provide services in connection with the Contest, and/or any of their respective affiliates, parent or related entities, subsidiaries, or successors of any such individuals or entities, and their respective immediate family members, are not eligible to enter or win the Contest. For purposes of these Official Rules "immediate family members" are parents, spouses, former spouses, children, grandchildren, dependents, siblings or others similarly

related to and/or those living in the same household as the employee in question. All determinations of eligibility shall be made by Sponsor in its sole discretion. By submitting an entry, entering online and/or uploading photos, each member of each Entrant agrees that he/she has read and consents to be bound by and comply with these Official Rules at the time of submission and throughout the Contest.

2. SPONSOR'S DISCRETION: Any exercise of discretion by Sponsor shall mean in Sponsor's "sole and unfettered discretion."

3. HOW TO ENTER: The Contest will begin on January 9, 2012 at 12:01 a.m. (EST) and will end on February 14, 2012 at 11:59 p.m. (EST) ("Entry **Submission Period**"). During the **Entry** Submission Period, Entrants must email a short video featuring both the bride and groom, (if both parties are not included in the video, Entry will be deemed invalid) not to exceed 3 minutes in length to www.facebook.com/thelakelandcenter explaining to us their love story and why they want to get married at The Lakeland Center (all such information being referenced herein, individually and/or collectively, as an "**Entry**").

The Website's database clock will be the official timekeeper of this Contest. For purposes of these Official Rules, all times are Eastern Standard Time. Limit one Entry per Entrant. You may not set up multiple emails to enter more than once. If a subsequent Entry is received for a member of Entrant with another person, all Entries will be discarded and deemed void. If a subsequent Entry is received for the same Entrant, only one Entry will be used and the remainder discarded and deemed void. In the event more than one Entry is submitted, the Sponsor, in its discretion and by any means it chooses, will select the Entry that will be used (e.g., by order in time received, randomly, first viewed or any other means or method Sponsor chooses at any given time without regard for consistency between Entries or Entrants). Incomplete Entries at the end of the **Entry** Submission Period will not be deemed valid Entries.

All Entries (whether complete or incomplete) are and shall at all times remain Sponsor's property as of the time submitted and will not be returned or acknowledged.

4. ENTRY REQUIREMENTS/CLEARANCES:

All of the below requirements and criteria are collectively referred to herein as the "**Requirements & Clearances.**"

- a. **Automatic Disqualification:** In the event any Entry does not effectively meet the Requirements & Clearances, the Sponsor will disqualify and discard the Entry either immediately or at any time during the Contest. Sponsor reserves the right to remove any Entry that does not meet these Requirements.
- b. **Publicity Release:** By entering the Contest, the Entrant (and each member of such Entrant) consents to the use of all information in the Entry, including, without limitation, each member's name, likeness, video, city of residence and other information, for any and all publicity, or promotional purposes as Sponsor may select in its discretion.

- c. No Infringement. The content of the Entry must not infringe any person's or entity's rights (including, without limitation, intellectual property rights) in any way, including without limitation, the use, without permission, of any copyrighted material, trademarks, logos, company names, labels, symbols, store or building facades, music, photographs, works of art, or images that have been created, distributed, aired or published in any media..
- d. No Names and Likeness Without Permission: Unless express prior written permission has been obtained, an Entry must not include any individuals' names (other than those of Entrant or any members of Entrant), in whole or in part, refer to public figures, or contain materials embodying the names, likenesses, photographs, or other identifying elements of any person, living or dead.
- e. Obtain Third-Party Releases: If the Entry contains any material or elements that are not owned by either member of the Entrant and/or are subject to the rights of third parties, Entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents in writing necessary to permit the use and exhibition of the Entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness releases for any person who appears in or is identifiable in the Entry. Failure to do so will invalidate Entry submission.
- f. No Illegal, Offensive or Inappropriate Content: The Entry must not, in the discretion and judgment of the Sponsor, (1) contain words, images or statements considered offensive to individuals of any age, race, ethnicity, national origin, religion, sexual orientation or other similar class, or who are disabled, (2) contain any threats to any person, place, business, group or entity, or contain material that is unlawful, (3) contain materials that promote bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on age, race, ethnicity, national origin, religion, sexual orientation or other similar class, or disability; (4) contain any materials that depict illegal acts, are sexually explicit, libelous, obscene, violent, hateful, or slanderous; (5) contain other inappropriate content which includes, but is not limited to, any display of smoking, alcohol, illegal drugs, firearms, harming of animals, nudity, provocative/suggestive outfits or poses, or (6) contain content not in keeping with Sponsor's reputation and image.
- g. Sponsor in its discretion reserves the right at any time not to post or to remove any Entry that fails to comply with the standards set forth in Section 4 (and other sections) of these Official Rules

5. FINALIST SELECTION: The top six Entries as determined by a panel of judges selected by the Sponsor will be posted to The Lakeland Center Facebook page for public voting for the period of February 24-March 8, 2012.

6. PUBLIC VOTING:

The six Finalists Entries will be posted at The Lakeland Center Official Facebook Page for public voting for the period of February 24—March 8, 2012. ("Contest Submission Period"). Visitors to the Website will be given the opportunity

to vote on the Finalist Entries during the Contest Submission Period. Anyone may vote, and Entrants (or each member of an Entrant) may vote for their own Entry. Only one vote per email address allowed.

The Entry with the highest number of points as determined by the criteria outlined in Section 7 will be awarded the Grand Prize. The Sponsor's decisions as to numbers of points for each Entry are final.

Sponsor encourages voters to judge entries based on the submission criteria.

Those Entrants who are not selected as a Finalist ("Non-Finalists") will be eliminated from further consideration except in the unlikely event that, through the judging process, the Judges are unable to name a grand prize winner. In such instance, the Judges will return to the pool of Non-Finalists in order of votes received, highest to lowest, to name a winner(s).

7. JUDGING TO SELECT PRIZE WINNERS:

Representatives chosen by Sponsor (the "Judges") will select six Finalists from the pool of Entrants. The decisions of the Judges are final and binding on all matters relating to the selection of winners. The selection of the Grand Prize Winner will take place on or about March 9, 2012. The Finalists will be judged on the following criteria in the Judges' sole and unfettered discretion.

- Originality and creativity of Entrant's responses (40%);
- How well Entry invokes romanticism (25%);
- Entry's Ranking in public voting (35%) as follows: 1st place in public voting will receive 20 points; 2nd place will receive 10 points; 3rd place will receive 5 points

Each Entry will be given a score by the Judges based on the above. The Entry with the highest score based on the combination of the submission criteria will be deemed the Grand Prize Winner;

In the event of a tie, the Entry with the highest score in first criteria above (originality and creativity) will be deemed the winner from among the tying Entries with the highest total score. If ties still remain, the Entry with the highest score in the second criteria will be deemed the winner from among the tying Entries with the same score in the first criteria above

8. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): ONE (1) GRAND PRIZE (referred to hereafter as "Grand Prize") will be awarded to the Finalist selected as the Grand Prize Winner (the "Grand Prize Winner"). The Grand Prize will consist of A Lakeland Center Wedding planned/designed by the Sponsor, valued at approximately \$11,047.00 (eleven-thousand forty-seven dollars).

- The date of the wedding is September 15, 2012 and is subject to change based on the Sponsor's promotional calendar, and the Sponsor will decide upon numerous elements of the wedding without input from the Grand

Prize Winner. The Grand Prize provided by Sponsor may consist of all, some or any combination of the following, provided that such items are selected by Sponsor .

- A wedding ceremony officiated by a person chosen by the Grand Prize Winner (in which event any officiating fees would be the responsibility of the Grand Prize winner) and approved by Sponsor, provided that such individual is legally entitled to perform marriages in the State of Florida. Tips and gratuities are the responsibility of Grand Prize winner.
- Wedding attire for the couple (may be rented). Bride will receive up to \$500.00 toward the purchase of a wedding dress (fittings not included) from a vendor of the Sponsor's choice, which must be purchased at the vendor's location. Accessories are the responsibility of the Grand Prize Winner. Groom will receive up to \$200.00 for the rental of a tuxedo from a vendor of the Sponsor's choice.
- Wedding Makeup and hairstyling for the couple. If Grand Prize Winners so chooses, Sponsor will provide salon services totaling up to \$250.00 from a vendor of the Sponsor's choice for both Bride and Groom;
- Wedding reception, food and room decor.. The Grand Prize Winner will receive a wedding reception (ceremony/dinner) lasting up to 4 hours for up to 100 guests at The Lakeland Center featuring a pre-selected menu, wedding cake and limited beverage service. Room décor will be at the Sponsor's discretion including but not limited to centerpieces, linens, flatware, and layout. Value: \$8547.00
- Grand Prize Winner may provide entertainment at Grand Prize Winner's expense.
- Wedding Night Suite. The Grand Prize winner will receive a one-night stay at a hotel of the Sponsor's choice to be used on the wedding day valued at \$150.00. Incidentals not provided by the hotel are the responsibility of the Grand Prize Winner.
- Wedding Invitations. The Grand Prize Winner will receive the services of a stationer of the Sponsor's choice to provide wedding invitations up to \$150.00. Postage not included.
- Wedding rings (excluding the engagement ring). A vendor of the Sponsor's choosing will provide up to \$500.00 toward the purchase of wedding rings for the Bride and Groom.
- Rehearsal Dinner. The Grand Prize Winner will receive a Rehearsal Dinner on a mutually agreeable date for up to 20 guests at a hotel/restaurant of the Sponsor's choice valued at \$350.00.
- Flowers. The Grand Prize Winner will receive the services of a florist of the Sponsor's choice to provide a bridal bouquet and boutonniere for the groom valued at \$150.00.
- Day of Pampering. The Grand Prize winner will receive a "Day of Pampering" for both the Bride and Groom at a spa of the Sponsor's choice to be used prior to the wedding day valued at \$250.00.

- Reasonable travel expenses of the Grand Prize Winner, including hotel (if outside the hometowns of either member of the Grand Prize Winner), in connection with any publicity and promotional activities required by Sponsor.

All prizes are non-transferable.

Grand Prize winner is responsible for cost and procurement of wedding license and all other permits and documentation as required by the State of Florida.

Additional or different features or participants may be requested by the Grand Prize Winner, but are subject to approval by Sponsor. Such additions will be the financial responsibility of the Grand Prize Winner.

Each member of the Entrant must be willing to accept choices made by the Sponsor (with or without input from Entrant) as to significant elements of the wedding, such as, for example, the nature and length of ceremony, the choice of wedding attire, cake, flowers, music, wedding venue and date.

All members of the wedding party and other guests invited to attend the wedding ceremony may be required to complete a liability and publicity release (unless expressly waived in writing by Sponsor), which will be supplied by Sponsor. Individuals who refuse to sign such release may not be invited to and may not be able to attend the wedding.

In addition to the requirements listed elsewhere in these Official Rules, if you are declared the Grand Prize Winner, both members of the Entrant must be willing to undertake all of the following:

- To be interviewed by telephone, and to either appear in a video produced by Sponsor or to submit a video in which both members of the Entrant appears;
- To make themselves available for online or personal appearances, and to ask friends and family to appear as well;
- To make themselves available to attend meetings and engage in public appearances and photo shoots, as requested by Sponsor; and
- To make themselves available for an interview and/or appearances at the discretion of Sponsor following the Wedding.

Entrants must agree, if they are among the Finalists, to make themselves exclusively available to Sponsor for publicity and promotion, and must agree to not allow interviews by other media outlets, including television, magazines, newspapers, radio and internet, and /or by competitors of Sponsor, whether before, during or after the Lakeland Center Wedding, unless expressly authorized in writing by Sponsor.

9. TAXES; FEES: All expenses not specifically mentioned herein are not included and are solely winner's responsibility. Prizes consist of only those items specifically listed as part of that particular prize. Sponsor reserves the right in its discretion for any reason or no reason, to substitute prizes of equal or greater values. No other substitutions or transfers of prizes are permitted. Sponsor is responsible only for prize delivery; Sponsor is not responsible for prize utility, quality or otherwise. Taxes and fees, if any, are the sole responsibility of prize winners. Such winners will be required to complete a W-9 form and will receive an IRS Form 1099 reflecting the value of his/her prize. In the event that all or any portion of any prize is canceled or postponed for any reason, Sponsor will have no obligation to award compensation in lieu thereof, and the remainder of the prize will be awarded. Sponsor will not be subject to any damages on the part of the Grand Prize Winner in the event of cancellation or postponement of any portion of the prize.

Sponsor reserves the right to conduct a background check of the potential prize winner(s) before awarding the prize. If a background check reveals that, in Sponsor's discretion, any member of the Entrant has engaged in any conduct that would reflect adversely on Sponsor, Sponsor, in its discretion, may disqualify the Entrant.

10. RELEASES: By entering the Contest, each member of each Entrant releases and holds harmless Sponsor, and any participating prize providers, as well as any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies (collectively, the "Promotion Entities"), from and against any and all claims, demands and liabilities arising out of or relating to the Contest, Entrant's (and each individual member of Entrant's) participation in the Contest and/or any Contest-related activity, including, without limitation, from winner's use or misuse of a prize or any portion thereof. Prize winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest and/or use/redemption of any prize.

11. INTERNET: Entrant agrees to be bound by these Official Rules and the [Privacy Policy](#) (see Section 16 below) of The Lakeland Center. Sponsor is not responsible for any typographical or other error in the submission, the Entry, the printing of the offer, administration of the Contest or the announcement of the prizes. Sponsor is not responsible for any electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive Entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other similar causes or causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, then Sponsor shall have the right to modify, suspend or terminate the Contest. If technical malfunctions or suspect voting irregularities corrupt the voting process, Sponsor reserves the right, in its sole discretion, to award prizes based solely on the non-suspect votes. In the event of termination, a notice will be posted on thelakelandcenter.com and all eligible Entries received prior to

termination will be judged per these Official Rules. Any use of robotic, automatic, programmed or similar methods of participation/voting will void all such submissions/votes by such methods.

12. DISQUALIFICATION: SPONSOR RESERVES THE RIGHT IN ITS DISCRETION TO DISQUALIFY ANY PERSON WHO TAMPERS OR IS SUSPECTED OF TAMPERING WITH AN ENTRY AND/OR THE VOTING PROCESS. SPONSOR RESERVES THE RIGHT IN ITS DISCRETION TO DISQUALIFY ALL VOTES FROM VOTERS THAT ARE DEEMED TO BE FRAUDULENT. CAUTION: ANY ATTEMPT BY AN ENTRANT, OR ANY MEMBER THEREOF, TO DELIBERATELY DAMAGE ANY WEBSITE, INCLUDING, BUT NOT LIMITED TO, THE SPONSOR'S WEBSITE, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND/OR SEEK DAMAGES AND/OR SEEK OTHER RELIEF FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW.

13. GRANT OF RIGHTS: Each member of an Entrant submitting an Entry irrevocably assigns and transfers all rights, title and interest in the Entry to Sponsor, including, without limitation, all copyrights, and all rights incidental, subsidiary, ancillary or allied thereto, in and to the Entry for exploitation throughout the universe, in perpetuity, by means of any and all media and devices whether now known or hereafter devised. Each member of the Entrant agrees to execute any documents that Sponsor may require to affect such transfer of right.

14. NO OBLIGATION TO USE: Other than to announce the prize winners, Sponsor shall have no obligation (express or implied) to use any Entry, regardless of whether or not a Finalist or a prize-winning Entry, in any advertising, merchandising or promotion or to otherwise distribute, publicize or exploit any Entry, regardless of whether or not a Finalist or a prize-winning Entry, or, if commenced, to continue the distribution, publication or exploitation thereof, and Sponsor may at any time abandon the use of any Entry, regardless of whether or not a Finalist or a prize-winning Entry, for any reason, with or without legal justification or excuse, and neither Entrants nor prize winners shall be entitled to any damages or other relief by reason thereof.

15. WINNERS' LIST: For a list of winners (after March 1, 2012) and before December 31, 2012), send a self-addressed, stamped envelope to: The Lakeland Center, 701 West Lime Street, Lakeland, 33815. Winners lists will be sent to requestors and winners' names also will be posted on thelakelandcenter.com after selection and verification of all prize winners.

16. PRIVACY POLICY: By entering the Contest, Entrants agree to Sponsor's use of their personal information as described in Sponsor's [Privacy Policy](#) at thelakelandcenter.com and to the Sponsor's sharing of this information with all participating prize providers

17. OTHER PROMOTIONS: Please note Sponsor may be running similar promotions concurrently or in the future. Your Entry into this Contest is for this Contest only, and you must enter each of any concurrent or future contests separately, and in accordance with any rules, terms or conditions applicable thereto.

18. GOVERNING LAW: The Contest is governed by and subject to the laws of Florida, and all disputes will be decided in accordance with the laws of Florida. Void where prohibited by law.