

OFFICIAL RULES

FORT WORTH STOCK SHOW & RODEO – NORTH TEXAS CHEVY DEALERS 2026

SILVERADO 1500 SWEEPSTAKES

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

SWEEPSTAKES PERIOD: The Fort Worth Stock Show Rodeo – North Texas Chevy Dealers 2026 Silverado 1500 Sweepstakes (the "Sweepstakes") begins on January 16, 2026, at 12:00 AM Central Standard Time ("CT") and ends on February 4, 2026, at 11:59 PM Central Standard Time ("CT") (the "Sweepstakes Period"). Administrator's computer will be the official time-keeping device for the Sweepstakes. Finalists will be required to attend the Fort Worth Stock Show & Rodeo on February 7, 2026, at Dickies Arena to be eligible to win the Grand Prize. **You should not enter the Sweepstakes if you are not able to attend the show on February 7, 2026.**

ELIGIBILITY: THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE STATE OF TEXAS WHO LEGALLY RESIDE IN ONE OF THE COUNTIES LISTED IN THE CHART BELOW, WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY, AND HAVE A VALID DRIVER'S LICENSE ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER OR WIN AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of North Texas Chevy Dealers ("Sponsor"), EventLink LLC ("Administrator"), General Motors, LLC, Jack Morton Worldwide, participating Chevrolet dealerships, and their respective officers, directors, agents, parents, affiliates, subsidiaries, dealerships and advertising and promotion agencies, and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not), are not eligible to enter or win.

Participating Dealer Group Market	Eligible Counties
DALLAS - FORT WORTH, TX	TEXAS: Anderson ~ Collin ~ Cooke ~ Dallas ~ Denton ~ Ellis ~ Erath ~ Freestone ~ Hood ~ Hopkins ~ Hunt ~ Johnson ~ Kaufman ~ Navarro ~ Palo Pinto ~ Parker ~ Red River ~ Tarrant ~ Van Zandt

AGREEMENT TO THE OFFICIAL RULES: By participating, Entrants agree to be bound by these Official Rules and the decisions of the Administrator, which are binding and final on matters relating to this Sweepstakes. This Sweepstakes is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein. Administrator's computer will be the official time-keeping device for the Sweepstakes.

TIMING: The Sweepstakes Promotional Period begins at 12:00 AM CT on January 16, 2026, and ends on February 4, 2026, at 11:59 PM, CT (the "Promotional Period") and consists of four (4) Weekly Entry Periods (each an "Entry Period") as set forth in the chart below:

Entry Period	Entry Period Start Date /Time	Entry Period End Date /Time	Approximate Draw Date:	Prize
1	01/16/2026 at 12:00 AM CT	01/21/2026 at 11:59 PM CT	01/22/2026	Finalist Prize to attend Grand Prize Event
2	01/22/2026 at 12:00 AM CT	01/25/2026 at 11:59 PM CT	01/26/2026	Finalist Prize to attend Grand Prize Event
3	01/26/2026 at 12:00 AM CT	02/01/2026 at 11:59 PM CT	02/02/2026	Finalist Prize to attend Grand Prize Event
4	02/02/2026 at 12:00 AM CT	02/04/2026 at 11:59 PM CT	02/05/2026	Finalist Prize to attend Grand Prize Event

HOW TO ENTER: There are two (2) ways to enter the Sweepstakes during the Promotional Period, each with an equal chance of winning: on-site at the Fort Worth Stock Show & Rodeo and online. No other method of entry will be accepted. Non-winning Entries will roll over into the next entry period. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid or unintelligible entries. Proof of submission will not be deemed proof of receipt by Sponsor. Sponsor may not display at all events and locations and reserves the right to add, change, and/or cancel, its intentions to display at any or all of the below listed locations, at any time, without notice.

ON-SITE ENTRY: Visit the Chevrolet display area during the Fort Worth Stock Show & Rodeo at Dickies Arena in Fort Worth, Texas during the Sweepstakes Period and complete the official entry form, available while supplies last, by providing the requested contact information (including zip code) ("On-Site Entry"). On-Site entries must be received prior to the display closing.

ON-LINE ENTRY: Visit the website <https://gmusweb.capture.intouchinsight.com/fwssrsweeps/index.html#/location=online> during the Sweepstakes Period and complete the online entry form with the required contact information (including zip code) and submit as directed ("Online Entry"). Online Entries must be submitted during the Sweepstakes Period and by 11:59 p.m. CT, February 4, 2026.

On-Site and Online entries are hereinafter referred to as "Entry" or "Entries."

LIMIT: THERE IS A LIMIT OF ONE (1) ENTRY PER PERSON REGARDLESS OF METHOD OF ENTRY. In the event of a dispute as to any Online registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Any potential winner may be required to show proof of being the authorized account holder. No mechanical reproductions of entry forms permitted. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different identities, email addresses, registrations, or any other methods will void that participant's entries and that participant may be disqualified. Entrants are responsible for all charges imposed by their Internet service provider, including any applicable taxes on such services, in connection with submission of an entry. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Administrator will not accept submissions from wireless domains, blacklist domains, or any email address Administrator deems to be potentially harmful to the Website. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the property of Sponsor and/or Administrator and will not be acknowledged or returned.

FINALIST SELECTION: Administrator will select, via a random drawing per the drawing schedule above, one (1) potential Finalist ("Finalist"), from among all eligible entries received during that Entry Period, subject to verification and compliance with these Official Rules, for a total of four (4) potential Finalists. Each potential Finalist will be contacted by the Administrator by telephone and/or email and will be required to complete and return an affidavit of eligibility, liability, and use of likeness release, and except where prohibited by law, a publicity release form ("affidavit/release") within three (3) days of receipt. Guest of potential Finalist must be at least 18 years of age or the age of majority in their state of residence, unless child or legal ward of Finalist, and may also be required to sign releases and waiver forms. If any of the potential Finalists' notifications are rejected, returned, or deemed undeliverable or a potential Finalist fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the prize, that potential Finalist will be deemed ineligible and a replacement may be randomly selected by Administrator from among the remaining eligible Entries, time permitting. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential Finalist will be declared a Finalist (the "Finalist").

It is anticipated that there will be a total of four (4) Finalists, but this number could change based on various factors such as a Finalist being deemed ineligible or unable to attend the Grand Prize drawing.

FINALIST PRIZE: Each Finalist will receive the following:

- Four (4) tickets to the Fort Worth Stock Show & Rodeo on February 7, 2026, to be used to attend the Grand Prize event.
- One (1) Parking Pass

The Approximate Retail Value ("ARV") of each Finalist Prize: \$268.00
The Approximate Retail Value ("ARV") of all Finalist Prizes: \$1,072.00

The odds of a particular Entrant winning a Finalist Prize depends on the number of eligible entries received for each Entry Period.

GRAND PRIZE WINNER SELECTION/VERIFICATION: It is anticipated that there will be a total of four (4) Finalists for the Grand Prize Drawing event, but this number could change based on various factors such as a Finalist being unable to attend or changes to the Fort Worth Stock Show & Rodeo schedule due to public health crisis or other issue beyond Sponsor's control. Each of the up to four (4) Finalists, must personally appear and present themselves to an Administrator and/or a Sponsor representative at the Grand Prize Drawing event at Dickies Arena (3400 Burnett Tandy Drive, Fort Worth, Texas 76107), which is currently scheduled for February 7, 2026, unless the show is delayed, altered, or fan attendance is limited, due to epidemic, pandemic, public health crisis (e.g. COVID-19) or other circumstance beyond Sponsor's control, in which case Sponsor and/or Administrator will inform Finalists of the new Grand Prize Drawing date and time. Sponsor also reserves the right, in its sole discretion, to alter the Grand Prize Drawing Event, including by hosting it virtually. All four (4) Finalists must present a valid government-issued photo identification for registration. Finalists must fill out any and all registration and waiver forms required by Administrator/Sponsor. Any Finalists who do not present themselves to an Administrator and/or Sponsor representative for registration by the time specified may be disqualified and not replaced at the sole discretion of Administrator or Sponsor. The Grand Prize Winner will then be selected in a random drawing event conducted by a representative of the Sponsor from among all eligible Finalists who are present at the Drawing (the "Potential Grand Prize Winner").

Potential Grand Prize Winner will be required to complete and return an affidavit of eligibility, liability release, and except where prohibited by law, a publicity release form ("affidavit/release") within five (5) days of receipt. If the Potential Grand Prize Winner's notification is rejected, returned, or deemed undeliverable or the potential Grand Prize Winner fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the Grand Prize, that potential Grand Prize Winner will be deemed ineligible and the Prize will be awarded to an alternate selected at an alternate drawing from all remaining eligible Finalists. Alternate Grand Prize Winner will be subject to the same requirements. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential Grand Prize Winner will be declared the official winner of the Grand Prize (the "Grand Prize Winner"). In the event that all Finalists are disqualified, fail to appear at the Grand Prize Drawing event, or are otherwise ineligible to participate in the Grand Prize Drawing, Sponsor reserves the right, in its sole discretion, to either (a) conduct an alternate drawing from among all remaining eligible entries received during the Sweepstakes Period to select a new potential Grand Prize Winner, time permitting, or (b) not award the Grand Prize, in which case the Grand Prize will not be awarded and no compensation or substitution will be provided.

GRAND PRIZE/ODDS: Grand Prize consists of \$48,110.00 to be applied toward the purchase of a new 2026 Silverado RST Select (the "Vehicle"). If the Vehicle's MSRP is under \$48,110.00 the Grand Prize Winner will not be awarded the difference between the vehicle's actual MSRP and \$48,110.00. Grand Prize Winner is solely responsible for any expenses in connection with acceptance and use of the Vehicle not expressly described herein as being awarded, including, without limitation, the following: (i) federal or state income tax or local taxes; (ii) insurance, registration fees, dealer preparation fees and/or additional options, additions or equipment; and (iii) any additional expenses not described herein as being awarded, including, without limitation, any travel or transportation costs, associated with winning and subsequent use of Vehicle. All options and upgrades on Vehicle that increase the MSRP over \$48,110.00 are the sole responsibility of Grand Prize Winner. Model, color, package, factory options, and other Grand Prize specifics are subject to availability. Other than the manufacturer's limited warranty, Sponsor does not make, nor in any manner is responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Vehicle including but not limited to its quality, fitness for purpose or mechanical condition. Grand Prize Winner must take delivery of Vehicle within 30 days of notice of availability from one of the participating Chevrolet dealers near Grand Prize Winner's residence, subject to Sponsor's approval. Grand Prize Winner must present a valid U.S. driver's license issued in his/her state of residence and proof of insurance to take delivery. Sponsor and Administrator shall not be responsible for delays in delivery of Vehicle; delivery and particular vehicle is subject to availability. If the potential winner is disqualified for any reason, the prize may not be awarded.

No cash or Vehicle substitutes and no cash rebates. Vehicle cannot be assigned or transferred to a third party. Vehicle delivery is through an authorized Chevrolet dealer and conditional upon Grand Prize Winner's execution and return of all required paperwork.

Depiction of Vehicle in any advertising or promotional materials may not reflect the actual Vehicle delivered. Sponsor and Administrator shall have no liability in conjunction with such differences between depicted Vehicle and actual Vehicle.

In the Sponsor's sole discretion, a selected Grand Prize Winner may be required to forfeit the prize and an alternate Grand Prize Winner may be selected (in Sponsor's sole discretion) in accordance with these Official Rules from the remaining eligible Finalists if selected Grand Prize Winner (i) declines or cannot accept, receive or use the prize for any reason; or (ii) fails to comply with these Official Rules. The maximum value of the prize set forth above represents the Sponsor's good faith determination of the maximum Approximate Retail Value ("ARV") thereof, and the actual fair market value, as ultimately determined by the Sponsor, shall not be challenged or appealed.

The odds of a particular Finalist winning the Grand Prize are not to exceed 1 in 4, or 1 in the number of Finalists participating in the Grand Prize drawing if less than 4 participate due to ineligibility.

ARV of the Grand Prize is not to exceed \$48,110.00. The ARV of all Sweepstakes prizes is \$49,182.00.

GENERAL PRIZE RESTRICTIONS: All elements of the Prizes are subject to availability. The actual value of the Prize(s) may vary. Any difference between the actual value and ARV will not be awarded. All expenses not specifically identified in these Official Rules are the sole responsibility of the Winner. Prizes (including their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the Sponsor, who reserve the right to substitute a Prize in whole or in part with another prize of comparable or greater value if the intended prize (or any portion thereof) is not available for any reason as determined by the Sponsor in its sole discretion. **Winners are fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes).** The Winners may be required to provide, to Administrator, their Social Security number or tax ID for tax reporting purposes; the Winner- of the Grand Prize will be issued an IRS Form 1099 reflecting the actual value of the Prize. Except where prohibited by law, the acceptance of a prize, or being accepted as a Winner, constitutes permission for Sponsor and Administrator to use the Winner's name, hometown, likeness, statements and other personally identifiable information for promotional, advertising and marketing purposes in any media throughout the world without additional compensation, prize, incentive, consideration, consent or review; and upon request, the Winner must provide written consent to such use. Unclaimed prizes will not be awarded.

RELEASE: By participating: (a) Entrants release Sponsor, Administrator, Jack Morton Worldwide, General Motors LLC, participating Chevrolet dealerships, and their respective subsidiaries, affiliates, limited liability companies, suppliers, distributors, advertising/promotion agencies, attorneys, and prize suppliers, and each of their respective parent companies and each such company's officers, shareholders, directors, members, employees, licensors, dealerships, and agents (collectively the "Released Parties"), from any and all liability for any claims, costs, injuries, losses, or damages, of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) Entrants, agree that Released Parties will have no liability whatsoever, and shall be held harmless by Entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the Prize (including any travel or activity associated thereto) or participation in this Sweepstakes; and (c) acknowledge that said Released Parties have neither made nor are in any manner responsible or liable for any warranty representation or guarantee, expressed or implied, in fact or in law, relative to a prize, including, but not limited to, the prize quality or availability.

LIMITATIONS OF LIABILITY: Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Sweepstakes. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Sweepstakes materials, the administration of the Sweepstakes, or the announcement of the prize winner, including any such error as may give an erroneous indication that a prize has been won. **CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THE SWEEPSTAKES, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL**

AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, RELEASED PARTIES RESERVE THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

GENERAL CONDITIONS: Sponsor or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or the integrity and/or feasibility of the Sweepstakes is undermined by any event, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, cybersecurity incidents, fraud, action of Entrants, technical failures, supply chain disruptions, fire, flood, epidemic, pandemic, public health crisis (e.g., COVID-19 or similar), earthquake, explosion, labor dispute or strike, changes in vehicle availability or specifications, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or by other cause not reasonably within Sponsor's control (each a "Force Majeure" event), Sponsor and/or Administrator shall have the right, in their discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes without further obligation. In such event, Sponsor may, at its sole discretion, modify available prize vehicle selections, extend relevant deadlines, substitute a prize of equal or greater value, or award prizes from among eligible entries received up to the date of the compromising event. Any modifications or termination will be posted at <https://www.eventlinkgroup.com/rules>. Sponsor's determination of an appropriate remedy shall be final and binding. Administrator reserves the right to disqualify any individual it finds to be tampering with the entry process or operation of the Sweepstakes or acting in violation of these Official Rules. If any provision(s) of these Official Rules is held invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION: Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Tarrant County, Texas (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to, claim punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Texas, without giving effect to any choice of law or conflict of law rules (whether of the State of Texas or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Texas.

WINNER'S NAME: The names of the Winners will be available after March 7, 2026, and may be obtained by sending a self-addressed stamped envelope to: Winners' names, Fort Worth Stock Show & Rodeo – North Texas Chevy Dealers 2026 Silverado 1500 Sweepstakes c/o EventLink Group, 780 Arthur Ave, Elk Grove Village, IL 60007, for receipt no later than August 7, 2026.

ENTRANT'S PERSONAL INFORMATION: Any personally identifiable information collected during an Entrant's participation in this Sweepstakes will be collected by Administrator and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and in accordance with Sponsor's Privacy Statement as such are stated at (<https://www.gm.com/privacy-statement.html>) and Administrator's privacy policy found at <https://www.eventlinkgroup.com/privacy-policy/>. By entering the Sweepstakes, you agree to all the terms and conditions of the Sponsor and Administrator's Privacy Statement.

SPONSOR: North Texas Chevy Dealers Advertising Association, Inc, 2111 US-287, Decatur, TX 76234.

ADMINISTRATOR: EventLink Group, 780 Arthur Ave, Elk Grove Village, IL 60007.