



## “NASCAR COOKS! Race Day Recipe” Contest – Official Rules

### **NO PURCHASE NECESSARY.**

**1. CONTEST:** The “NASCAR COOKS! Race Day Recipe” Contest (the “Contest”) begins July 1, 2007 at 12:01 am CST and ends August 27, 2007 at 11:59 pm CST (the "Contest Period").

**2. ELIGIBILITY:** To be eligible to enter, you must provide a complete postal mailing address, to enable us to contact you by mail. **TO BE ELIGIBLE TO WIN, YOU MUST BE A LEGAL RESIDENT OF THE U.S.** Potential winners may be required to provide proof of legal U.S. residency. Employees of Birchwood Foods, NASCAR, Inc. , Castellini, 2 Brothers and their respective parents, subsidiaries, affiliates, supermarket partners, suppliers, printers and advertising, promotional and judging agencies and the immediate family members and household members of such employees and are not eligible. If a potential winner is a minor under eighteen (18) years of age, prize will be awarded to such minor's parent or legal guardian, who will be required to sign all prize acceptance documents and assume all responsibilities of prize winner. The Contest is void to residents of CA and NY. *Void where prohibited.*

**3. HOW TO ENTER:** There is no purchase necessary to participate. To enter, complete the entry form on NASCAR.COM (located at [www.NASCAR.COM](http://www.NASCAR.COM)) and also linkable through the Birchwood Foods Web Site (located at [www.birchwoodburgers.com](http://www.birchwoodburgers.com).)

**4. PRIZES:** One [1] Grand Prize will be awarded, consisting of a trip for eight (8) persons to the NASCAR NEXTEL Cup Series™ race in Talladega, Alabama on October 7, 2007. Prize includes: one (1) Infield camp site (10-ft x 10-ft), one (1) parking pass and \$2000 travel voucher. The grand prize winner (1) will also receive a one-year supply of Officially Licensed NASCAR Burgers (2/2# cartons per month) and a one-year supply of 2 Brothers Officially Licensed NASCAR BBQ Sauce (2 bottles/month). Total estimated retail value up to \$10,000. Calendar year for prize distribution will start December 2007 through December 2008. All other expenses not mentioned are solely the responsibility of prize winner. Any guest who is a minor (under 18) must be accompanied by minor's parent or legal guardian, who must be the winner. No responsibility is assumed by Sponsor for any cancelled or reschedule race dates or related activities.

**Also included:** Eight (8) VIP Access to the pre-race VIP passes, meet and greet with Rusty Wallace (dependent on availability of Mr. Wallace), NASCAR COOKS! hat and apron. Estimated retail value of the Grand Prize is \$10,500.

Eight (8) weekly prizes of a \$25.00 gift certificate valid for online shopping at the NASCAR.COM/SuperStore will be awarded. Estimated retail value of each weekly prize is \$25.00. Total retail value is \$200.00.

Ten thousand (10,000) NASCAR.COM/SuperStore prize package will be awarded to the first 10,000 entries received. NASCAR.COM/SuperStore prize package will include a discount voucher for 15% off each total purchase made July 1, 2007 through August 27, 2007 at the NASCAR.COM/SuperStore.

Winners will be notified on or before Friday, September 7, 2007.

## **5. CONTEST JUDGING:**

*Weekly winners will be selected by a panel of judges who are experts in the culinary industry and who will prepare each recipe submitted. Judges will grade on a 5-point scale ranging from 1-5, 5 being the highest score for taste.*

*Week 1 – July 1-7*

*Week 2 – July 8-14*

*Week 3 – July 15-21*

*Week 4 – July 22-28*

*Week 5 – July 29-Aug 4*

*Week 6 – Aug 5-11*

*Week 7 – Aug 12-19*

*Week 8 – Aug 20-26*

*Grand Prize winner will be selected from the list of eight weekly winners. Grand Prize winner will be chosen by fan vote online at [www.NASCAR.com](http://www.NASCAR.com). Weekly winners recipes will be posted online on or before August 28, 2007. Voting will conclude on Friday, September 7, 2007. Grand Prize winner will be posted online on or before Friday, September 14, 2007.*

*Additional awards include:*

*“Best Original Recipe Title”*

*“Best ‘Leftover’ Recipe”*

*“Best Served With Beer”*

*“Best Served on a Styrofoam plate instead of a Paper Plate”*

*Additional awards will be voted on by the staff writers at NASCAR.com.*

**6. GENERAL:** The Contest is subject to the laws of the United States only. Prizes will be awarded/delivered only to addresses within the U.S. No substitution of prize is offered

and no transfer of prize is permitted. Winners will be responsible for all applicable federal, state and local taxes on prize. *By accepting prize, winners agree to hold NASCAR, Inc., their affiliates and their respective directors, officers, employees and assigns harmless against any and all claims and liability arising out of use of the prize. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize.*

**7. CONDUCT:** By entering the Contest, entrants agree to be bound by these Official Rules and the decisions of the judges. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right to disqualify any individual suspected of tampering with the entry process or the operation of the Web Site.

**8. LIMITATIONS OF LIABILITY:** NASCAR, Inc. and Sponsors assumes no responsibility or liability for (a) incorrect entry information; (b) any unauthorized access to or destruction of entries; (c) any operational technical malfunctions; (d) inaccessibility of the Internet or the Web Site; or (e) any damage to participant's computer related to participation in the Contest. If the Contest is not capable of running as planned, Sponsor reserves the right to cancel, modify or suspend the Sweepstakes in whole or in part.

**9. WINNER NOTIFICATION:** Potential winners will be notified by postal mail, email, or land-line phone based on the information provided when entering. Any winner notification that is not successful based on the information provided on the official sweepstakes entry form will result in prize forfeiture and an alternate winner may be selected. Potential winners will be required to sign and return an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release by the due date indicated in the notification letter. If any required documents are not returned within the required number of days, the prize may be forfeited and an alternate winner selected.

**10. WINNER RELEASES:** All entrants agree to release Turner Sports, Turner Broadcasting, NASCAR.COM, Birchwood Foods, 2-Brothers, Castellini Inc., Nextel Communications, Inc., the Speed Channel, NASCAR, Inc., its affiliates, and their subsidiaries, and their respective directors, employees, agents, officers, respective parents, subsidiaries, affiliates, supermarket partners, suppliers, printers and advertising, promotional and judging agencies, from any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property (including loss of life) which may be sustained in connection with participation in the Contest. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Except where prohibited by law, winners grant to Sponsor the right to use the winner's name, statement, picture or other likeness, without additional compensation, for promotional purposes as may be determined by Sponsor.

**11. WINNERS LIST:** For a list of winners, please mail a self-addressed stamped envelope postmarked by October 1, 2007 to: Tartan Marketing, 10467 93<sup>rd</sup> Ave. No., Maple Grove, MN 55369, and reference ""NASCAR COOKS! Race Day Recipe Contest.""

**12. SPONSORS:** Birchwood Foods, P.O. Box 639, Kenosha, WI 53141; 2-Brothers, 1 Magnolia Drive, West Point, MS 39773,

NASCAR, Inc. is not a sponsor of this promotion.

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### **NASCAR COOKS! Race Day Recipe Contest Application**

A sport that extends beyond the track, NASCAR is celebrated by the camaraderie of the fans coming together to enjoy thrilling racing and quality food. NASCAR COOKS! embodies an excitement and passion for food, cooking and the tailgating lifestyle that is NASCAR and we want to know how you celebrate! Please fill-out the form below, attach your recipe including all ingredients, measurements and cooking instructions. Only completed applications will be eligible.

You may print off this application, fill in the blanks, scan and email a .pdf file to [nascarcooks@nascar.com](mailto:nascarcooks@nascar.com) or mail your application and recipe to **Tartan Marketing, ATTN: NASCAR COOKS! Race Day Recipe Contest, 10467 93<sup>rd</sup> Avenue No., Maple Grove, MN 55369.**

The weekly winners will be selected as follows:

	<b><u>Contest Dates</u></b>	<b><u>Application must be post-marked by:</u></b>
<i>Week 1</i>	<i>July 1-7</i>	<i>July 7, 2007</i>
<i>Week 2</i>	<i>July 8-14</i>	<i>July 14, 2007</i>
<i>Week 3</i>	<i>July 15-21</i>	<i>July 21, 2007</i>
<i>Week 4</i>	<i>July 22-28</i>	<i>July 28, 2007</i>
<i>Week 5</i>	<i>July 29-Aug 4</i>	<i>August 4, 2007</i>
<i>Week 6</i>	<i>Aug 5-11</i>	<i>August 11, 2007</i>
<i>Week 7</i>	<i>Aug 12-19</i>	<i>August 19, 2007</i>
<i>Week 8</i>	<i>Aug 20-26</i>	<i>August 26, 2007</i>

Today's Date: \_\_\_\_\_

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

NICKNAME: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_

Evening Phone: \_\_\_\_\_

Cell Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please know that all recipes submitted will not be returned. By entering this contest you are granting permission to the Sponsors to publish your recipe in any manner they see fit, including publishing your name as the originator or creator of the recipe. Any expenses you incur during the application process including postage, shipping, recipe preparation are your sole responsibility. The Sponsors will not reimburse you for these expenses. All decisions by the Sponsors are final and absolute and not subject to inquiry.

Thank you for your time and effort in entering the NASCAR COOKS! Race Day Recipe Contest.

Participant's Signature: \_\_\_\_\_

**IMPORTANT: Please don't forget to include a copy of your recipe with this application.**

Thank you for your time and effort in entering the NASCAR COOKS! Race Day Recipe Contest and be sure to check on NASCAR.COM for frequent updates on the NASCAR COOKS! program coming to a retailer near you.