

# Alfred Angelo/Twilight/Bridal Guide Contest

Alfred Angelo is the official maker of the Twilight Bridal & Prom Collections! Coming to stores in November 2011.

**Promotion Dates:** Thursday, September 1<sup>st</sup> – Friday, October 14<sup>th</sup>

**Prizes:**

**Online:** Enter online at [bridalguideline.com/Twilight](http://bridalguideline.com/Twilight) to win one of the following exciting prizes:

1.) Twilight Grand Night Out – (1) winner will host a private screening for 20 friends to "The Twilight Saga: Breaking Dawn – Part 1" on November 17<sup>th</sup> in their hometown.

2.) Twilight Night Out – (49) winners will each win 6 tickets to "The Twilight Saga: Breaking Dawn – Part 1" screening on November 15<sup>th</sup>

**In-Store:** Girls can double their chances and visit a signature store to enter to win the following prize:

1.) (49) winners will each win 2 tickets to "The Twilight Saga: Breaking Dawn – Part 1" screening on November 15<sup>th</sup>

\*\*Contest Rules for both Online & In-Store contests will be included in your payroll pack weeks of August 15<sup>th</sup> & 22<sup>nd</sup>. The counter card & blank entry forms will also be included.

**Both Online & In-Store Contest rules must be available at all times for entrants to review.**

**\*\*In theatres everywhere November 18<sup>th</sup>\*\* - All winners will be notified on or about October 25<sup>th</sup> 2011.**

## **Marketing Support:**

**House E-mail:** in-homes 9/1, 9/13, 9/28, 10/12

**Facebook:** Callout to drive girls in-stores/online to enter

**Counter Card:** Post with fish bowl and entry forms on cash wrap from 9/1 thru 10/14

**AA.com:** Landing page & callouts on our site



# The Twilight Saga: Breaking Dawn – Part 1 Grand Night Out Sweepstakes

## Official Sweepstakes Rules

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Entries must be received by October 14, 2011.**

1. **Eligibility:** The Twilight Saga: Breaking Dawn – Part 1 Grand Night Out Sweepstakes consists of a sweepstakes (the “Sweepstakes”) related to the motion picture titled “The Twilight Saga: Breaking Dawn – Part 1” (the “Picture”), and is open to any legal resident of the fifty (50) United States and the District of Columbia who is eighteen (18) years or older at the time of entry. Employees, officers, members and directors of Bridal Guide, RFP LLC (“Bridal Guide”), Alfred Angelo, Inc. (“Alfred Angelo”) (Bridal Guide and Alfred Angelo, are collectively referred to herein as “Sponsor”), Summit Entertainment, LLC, (“Summit”) and any and all of their respective parent, affiliate and subsidiary companies and corporate suppliers (all such individuals and entities collectively referred to herein as the “Released Parties”), and each of their immediate family members (spouse, parents, siblings and children), and those living in the same household are not eligible. SWEEPSTAKES IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW. All federal, state and local laws apply. Participation in the Sweepstakes constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all manners related to the Sweepstakes.

2. **Entry:** The Sweepstakes runs from 12:01 p.m. Eastern Time (“ET”) on August 30, 2011 through 11:59 a.m. ET on October 14, 2011 (the “Promotion Period”). Sponsor’s computer is the official time keeping device for this Sweepstakes. During the Promotion Period, visit <http://www.bridalguide.com/Twilight> and complete and submit the registration form including your full name, valid home address (P.O. Boxes are not permitted), email address, wedding date (if applicable) and phone number. You can also send a postcard with your full name, valid home address (P.O. Boxes are not permitted), email address, wedding date (if applicable) and phone number to: Bridal Guide, “Twilight Movie Sweepstakes,” 330 Seventh Avenue, New York, NY 10001. Limit: Each entrant may submit only one (1) Sweepstakes entry during the Promotion Period, regardless of method of entry.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations, or any other methods will void that entrant’s entry and that entrant may be disqualified. All entries become the property of the Sponsor, who assumes no liability for late, misdirected, lost, damaged, and incomplete entries, including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility at Sponsor’s servers or elsewhere, all of which will not be eligible. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration or entry, the authorized account holder of the email address used to register will be deemed to be the entrant. The “authorized account holder” of an email address, 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. Potential winners may be required to show proof of being an authorized account holder. In the event the dispute cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible.

### 3. Prizes:

**Grand Prize:** One (1) Grand Prize is available in connection with this Sweepstakes: The Grand Prize consists of a private screening for the Grand Prize winner and up to nineteen (19) guests of the Picture to be held on or about November 17, 2011, at a location in or near the Grand Prize winner’s place of residence. Approximate Retail Value (“ARV”): \$2,000.

**First Prize:** Forty-nine (49) First Prizes are available in connection with this Sweepstakes: Each First Prize consists of: Six (6) theatre admission tickets for each First Prize winner and up to five (5) guests for a screening of the Picture on or about November 15, 2011 from a choice of one (1) of these city venues (only one (1) First Prize or up to a maximum of six (6) tickets will be awarded in connection with each city screening venue; so first come, first served): Tuscaloosa, AL, Mobile-Pensacola, AL, Phoenix, AZ, Los Angeles, CA, Sacramento, CA, San Francisco, CA, San Diego, CA, Fresno-Visalia, CA, Denver, CO, Hartford-New Haven, CT, Washington, DC, Miami-Ft Lauderdale, FL, Orlando-Daytona Beach, FL, Tampa-St Petersburg-Sarasota, FL, Jacksonville, FL, West Palm Beach-Ft. Pierce, FL, Atlanta, GA, Honolulu, HI, Chicago, IL, Indianapolis, IN, Nashville, KY, Baltimore, MD, Boston, MA, Detroit, MI, Grand Rapids-Battle Creek, MI, Minneapolis-St Paul, MN, St. Louis, MO, Kansas City, MO, Las Vegas, NV, Albuquerque-Santa Fe, NM, Charlotte, NC, Raleigh-Durham, NC, Greenville-Spartanburg-Asheville, NC/SC, Cleveland, OH, Cincinnati, OH, Columbus, OH, Oklahoma City, OK, Portland, OR, Pittsburgh, PA, Philadelphia, PA, New York, NY, Dallas/Fort Worth, TX, Houston, TX, San Antonio, TX, Austin, TX, Salt Lake City, UT, Norfolk-Portsmouth, VA, Seattle-Tacoma, WA, Milwaukee, WI. ARV: \$60 per each First Prize / \$2,940 total).

The ARV of prizes is subject to price fluctuations in the consumer marketplace, and is estimated for purposes of these Official Rules. The specific dates, times and locations of the Grand Prize and First Prize screenings shall be at the sole discretion of the Sponsor and/or Summit. If the winner is not able to attend a screening on the scheduled date, he or she can decline the prize. The winner(s) and the guest(s) at the screening will be seeing a film that is contemplated to have at least a PG-13 MPAA rating, so that should be taken into account in compiling the guest list (if applicable), and if the group includes a minor, then the group must be accompanied by an adult or otherwise attend pursuant to the permission of any such minor's parent or legal guardian in form and substance acceptable to Sponsor and/or Summit in their sole and absolute discretion. Winner(s) and guest(s) must comply with the theater venue's rules of conduct imposed as part of the screening experience. Total ARV for all prizes: \$4,940.

**4. Winner Selection:** Sponsor, or its designee, will randomly select one (1) potential Grand Prize winner and up to forty-nine (49) potential First Prize winners from all eligible entries on or about October 17, 2011. All potential winners are subject to verification by Sponsor, whose decisions are final and binding in all matters related to this Sweepstakes. Receiving a prize is contingent upon compliance with the terms and conditions of these Official Rules. The potential winners will be notified by email and/or by certified mail and/or by phone, at the Sponsor's discretion, using the information provided at the time of entry. Each potential Grand Prize and First Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) may be required to sign and return an Affidavit of Eligibility, Liability Release, and where imposing such condition is legal, a Publicity Release (collectively, "Affidavit"), which must be received by Sponsor within ten (10) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to sign and return the Affidavit within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential Grand Prize or First Prize winner is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner by random drawing from among all remaining online entries.

The number of eligible entries received will determine odds of winning. Limit one (1) prize per family or household. If through a printing, production or other error more than one (1) winner is notified for a prize, one (1) winner will be selected in a random drawing from among those eligible entries which have been notified. The prizes are nontransferable, have no cash value, and cannot be redeemed for cash. There are no substitutions for the prizes, except at the sole discretion of the Sponsor. Sponsor reserves the right to substitute brand, make and model of products promoted. Sponsor also reserves the right to withdraw the prizes for any reason. The prizes will be awarded provided a sufficient number of eligible entries are received.

5. Winners will be responsible for state and/or federal taxes and/or any fees associated with prize receipt and/or use. Winners may be issued an IRS 1099 form for prizes valued over \$600.

6. **Release:** By accepting the prize, each winner (and any minor winner's parent/legal guardian) agrees to release and hold harmless the Released Parties from and against any and all liability, claims, injuries, actions or proceedings, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of and/or sustained in connection with participation in the Sweepstakes, or any Sweepstakes-related activity, or use, misuse, acceptance or possession of any prize furnished in connection with this Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND THE RELEASED PARTIES HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

7. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrants consent to Sponsor's and its agents' use, publication and/or display of his/her names, addresses (limited to city and state), likenesses, voices and/or photographs for promotional purposes in any media worldwide, at the discretion of the Sponsor, without further compensation.

8. **General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the state or federal courts situated in New York, NY; (2) 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 (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

9. **Entrant's Personal Information:** Information collected from entrant may be shared with Summit, which will be used in accordance with its own independent privacy policy, located at <http://www.summit-ent.com/privacy.php>. Except as otherwise stated in these Official Rules, information collected in connection with this Sweepstakes will be used in accordance with Sponsor's privacy policy located at <http://bridalguide.com/planning/privacy-policy>

10. **Winner List:** Only the winners will be notified. The name of the winners may be obtained by sending a stamped, self-addressed envelope after October 31, 2011 but before November 30, 2011 (VT residents may omit return postage), to: Bridal Guide, "Twilight Movie Sweepstakes," Re: Winners, 330 Seventh Avenue, New York, NY 10001.

11. **Sponsor:** Bridal Guide, RFP LLC, 330 Seventh Avenue, New York, NY 10001 and Alfred Angelo, Inc., 1301 Virginia Drive, Suite 110, Ft. Washington, PA, 19034.

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