



## Harley-Davidson Promotion Spring 2010 GAME PROMOTION PROCEDURES

### Purpose

The purpose of this document is to provide a clear understanding of the promotional aspects of the Harley-Davidson promotion. The instant game component of the promotion is governed by the OLC Rules. The rules as well as these promotion procedures are designed to promote the integrity of the Oklahoma Lottery and ensure award winners are selected impartially and randomly.

### Instant Game

OK 170- Harley-Davidson scratcher ticket

### Promotion

Purchase a \$5 Harley-Davidson scratcher ticket and any non-winning Harley-Davidson scratcher ticket ("winning tickets" include any ticket that awards a free ticket as a prize) may be returned as an entry into the Harley-Davidson promotion to win the prizes listed below.

### Promotion Dates

February 18, 2010 – TBD\*

\*TBD- The final drawing date (Drawing 4) will be announced after the ending date for the Harley-Davidson Promotion is set. The final drawing date will be communicated via OLC website, through local media and a terminal message to retailers.

### Prizes

#### 1. Four (4) Harley-Davidson Motorcycles

- a. Prize: One Harley-Davidson Motorcycle will be awarded per drawing. Winner may select from the following models: 2010 Harley-Davidson Fat Boy Lo, 2010 Harley-Davidson Road King Classic or 2010 Harley-Davidson Heritage Soft Tail Classic. Total estimated prize value will vary depending on the motorcycle awarded. Maximum estimated prize value is \$26,830.
- b. Specifications:
  - 2010 Harley-Davidson Fat Boy Lo**-Twin Cam 96B™ engine, blacked out with machined cooling fins and satin chrome accents. Satin chrome muffler and shields, new leather fuel tank panel with satin-finished tank medallion. The low and narrow cut seat provides a low-to-the-ground body position. Low, adjustable suspension for stability and ease in handling. 6-Speed Cruise Drive™ transmission with a helical-cut 5th gear for smoother shifting and improved transmission sound. Estimated prize value including federal and state tax withholdings is \$24,372.
  - 2010 Harley-Davidson Road King Classic**-Black, powder-coated Twin Cam 96B™ engine with chrome rocker covers. Air-cooled and rubber-mounted for a smooth ride. Chrome 2-1-2 dual exhaust with slash-up end caps. Newly redesigned rear fender with a clean, sleek look. One-piece, two-up Road King® classic seat. 6-Speed Cruise Drive™ transmission with a helical-cut 5<sup>th</sup> gear for improved transmission sound. Estimated prize value including federal and state tax withholdings is \$26,830.
  - 2010 Harley-Davidson Heritage Soft Tail Classic**-Black, powder-coated 1584cc Twin Cam 96B™ counter-balanced engine with chrome rocker covers. Rigid-mounted and air-cooled. Chrome, staggered shorty exhaust with dual mufflers.

Studded, nostalgic leather saddlebags with hidden quick-detach buckles. 6-Speed Cruise Drive™ transmission with a helical-cut 5<sup>th</sup> gear for smoother shifting and improved transmission sound. Clear, king-sized Lexan® windshield is quick-release detachable. Estimated prize value including federal and state tax withholdings is \$25,358.

- c. Fulfillment: After the selected non-winning Harley-Davidson scratcher ticket is drawn and validated by the Oklahoma Lottery, the fulfillment process will be initiated. The winners will then be contacted within ten (10) business days of the draw date to make prize delivery arrangements. Harley-Davidson Motorcycle prize fulfillment will be completed by MDI Entertainment, the contracted vendor supplying licensing rights for the Harley-Davidson Scratcher.
- d. Oklahoma DHS and Tax Debt: Before awarding a Harley-Davidson motorcycle, Oklahoma DHS debt and Oklahoma tax debt required offsets will be verified through the Oklahoma Department of Human Services and the Oklahoma Tax Commission. If a winner is found to owe DHS or tax debt or other offsets, dollars owed will be subtracted from all cash amounts associated with the prize. In the event the offset requires a partial deduction from the prize, the debt owed and the taxes on the prize will be deducted from the prize value and the remainder of the cash, if any, will be awarded.
- e. OLC to pay federal and state taxes on motorcycle prizes; Amount paid will be based on the retail value of bike awarded.

**2. One (1) Cash Prize of \$25,000**

- a. Prize includes: \$25,000 cash prize
- b. Fulfillment: After the selected non-winning Harley-Davidson scratcher ticket is validated by the Oklahoma Lottery, the fulfillment process will be initiated. The winner will then be contacted within ten (10) business days of the draw date and will be responsible for collecting their prize at Oklahoma Lottery Headquarters.
- c. Oklahoma DHS and Tax Debt: Before awarding of the \$25,000 cash prize, Oklahoma DHS debt and Oklahoma tax debt required offsets will be verified through the Oklahoma Department of Human Services and the Oklahoma Tax Commission. If a winner is found to owe DHS or tax debt or other offsets, the debt owed and the taxes on the prize will be deducted from the prize value and the remainder of the cash, if any, will be awarded.

**3. One Hundred (100) Harley-Davidson Backpacks:**

- a. Prize includes: One (1) Harley-Davidson Backpack; estimated prize value \$240.
- b. Specifications: Beautiful travel, business or about town backpack. Has unique zip around top section that can hold accessories and can be accessed from top or bottom. There are two main sections. One is divided for file folders and the other is large and comes with a pull out padded computer holder. The computer bag is expandable to fit larger laptops. On the sides there are two large outside end pockets with their own outside slit pockets. There is a large zip around pocket with organizer inside. There is a front zipper pocket. L 13" x D 8" x H 16"
- c. Fulfillment: After the selected non-winning Harley-Davidson scratcher tickets are validated by OLC, the fulfillment process will be initiated. The winners will then be contacted within ten (10) business days of the draw date to make prize delivery arrangements. Once OLC has confirmed a merchandise prize winner, MDI will fulfill the merchandise prize within ten (10) business days. The merchandise prize items shall be shipped individually from an MDI fulfillment center to each prize winner. MDI will provide a toll-free telephone hotline number, in the event the winner's merchandise prize is either damaged or defective; MDI will replace the damaged or defective prize at no cost to the Lottery or the winner.

**4. One Hundred (100) Harley-Davidson Blankets:**

- a. Prize includes: One (1) Harley-Davidson Blanket; estimated prize value \$80.
- b. Specifications: 60" x 80" Ultra Plush officially licensed Harley Davidson® Fleece Blanket.

- c. **Fulfillment:** After the selected non-winning Harley-Davidson scratcher tickets are validated by OLC, the fulfillment process will be initiated. The winners will then be contacted within ten (10) business days of the draw date to make prize delivery arrangements. Once OLC has confirmed a merchandise prize winner, MDI will fulfill the merchandise prize within ten (10) business days. The merchandise prize items shall be shipped individually from an MDI fulfillment center to each prize winner. MDI will provide a toll-free telephone hotline number, in the event the winner's merchandise prize is either damaged or defective; MDI will replace the damaged or defective prize at no cost to the Lottery or the winner.

**5. One Hundred (100) Harley-Davidson Neon Clocks:**

- a. **Prize includes:** One (1) Harley-Davidson Neon Clock; estimated prize value \$80.
- b. **Specifications:** 15" Harley Davidson® Bar & Shield™ clock with graphic in chrome injected molding. AA Battery operates quartz clock movement. Includes neon power adapter/transformer.
- c. **Fulfillment:** After the selected non-winning Harley-Davidson scratcher tickets are validated by OLC, the fulfillment process will be initiated. The winners will then be contacted within ten (10) business days of the draw date to make prize delivery arrangements. Once OLC has confirmed a merchandise prize winner, MDI will fulfill the merchandise prize within ten (10) business days. The merchandise prize items shall be shipped individually from an MDI fulfillment center to each prize winner. MDI will provide a toll-free telephone hotline number, in the event the winner's merchandise prize is either damaged or defective; MDI will replace the damaged or defective prize at no cost to the Lottery or the winner.

**6. One Hundred (100) Harley-Davidson T-Shirt:**

- a. **Prize includes:** One (1) Harley-Davidson T-Shirt; estimated prize value \$30.
- b. **Specifications:** All cotton, extra large, grey T-shirt with Harley-Davidson® artwork.
- c. **Fulfillment:** After the selected non-winning Harley-Davidson scratcher tickets are validated by OLC, the fulfillment process will be initiated. The winners will then be contacted within ten (10) business days of the draw date to make prize delivery arrangements. Once OLC has confirmed a merchandise prize winner, MDI will fulfill the merchandise prize within ten (10) business days. The merchandise prize items shall be shipped individually from an MDI fulfillment center to each prize winner. MDI will provide a toll-free telephone hotline number, in the event the winner's merchandise prize is either damaged or defective; MDI will replace the damaged or defective prize at no cost to the Lottery or the winner.

**7. Other Cash Prizes**

All other cash prizes associated with the game will be awarded in accordance with official rules of the Oklahoma Lottery Commission.

**Entry Submission Methods**

Entries for this promotion can be submitted in the following manners:

*Grand Prize (Motorcycle) Entry Submission*

1. **Postal Mail** - An official entry consists of an eligible non-winning Harley-Davidson scratcher ticket with information completed on the back and mailed to the Oklahoma Lottery headquarters. A complete name, address, telephone number, email (optional) and signature must be provided on the entry. The Harley-Davidson® instant scratcher ticket is a self-mailer postcard; however, entries may be submitted in an envelope. Multiple entries in an envelope will be accepted. Each entry will only be valid for the drawing for which the entry was received (Drawing 1, 2 or 3) and for the final drawing (Drawing 4). The Oklahoma Lottery is not responsible for lost, late, misdirected, damaged, incomplete,

altered, illegible or postage-due mail. Valid entries must be received in the offices of the Oklahoma Lottery by close of business on the final day of an entry period to be included in the selection process.

Mailing Address: "Harley-Davidson Promotion"  
 Oklahoma Lottery  
 P.O. Box 18879  
 Oklahoma City, OK 73154-0879

2. Oklahoma Lottery Website- Players may also enter the promotion via the Oklahoma Lottery website, [www.lottery.ok.gov](http://www.lottery.ok.gov). To enter, players must submit all of their contact information and the required codes from the entry ticket on the designated promotion webpage. Players must save their original scratcher ticket once it has been entered online. ***The original instant scratcher ticket must be presented to the OLC to complete the validation process if selected as a winner.*** If you enter online and cannot produce the ticket if you are selected as a potential winner, you will be disqualified.
3. Deposit Entry at OLC Headquarters- Completed entries may be deposited at OLC headquarters in the claims office. Oklahoma Lottery employees cannot hand deliver entries given to them from any participating individual and any entry delivered in such manner will be disqualified.
4. Do not enter the promotion in more than one method for each ticket.

*Merchandise Prize Entry Submission*

After entering a non-winning ticket online for the Grand Prize, the non-winning ticket may also be used for a chance to win official Harley-Davidson merchandise. Once players submit their qualifying entry online, the player will be prompted to play an online game to determine which merchandise they will be competing for. ***The original scratcher ticket must be presented to the OLC to complete the validation process if selected as a winner.***

**Drawing Schedule**

Each entry will only be valid for the drawing for which the entry was received (Drawing 1, 2 or 3) and for the final drawing (Drawing 4).

<b>Drawing</b>	<b>Draw Date</b>	<b>Entry Period</b>	<b>Prizes</b>
1	March 22, 2010	February 18- March 19, 2010	(1) Motorcycle and (100) merchandise prizes
2	April 26, 2010	March 20-April 23, 2010	(1) Motorcycle and (100) merchandise prizes
3	June 1, 2010	April 24-May 28, 2010	(1) Motorcycle and (100) merchandise prizes
4	TBD*	February 18, 2010-TBD*	(1) Motorcycle, (1) \$25,000 cash prize and (100) merchandise prizes

TBD\*- The final drawing date (Drawing 4) will be set after the ending date for the Harley-Davidson Promotion is set. The final drawing date will be communicated via OLC website, through local media and a terminal message to retailers.

**Submission Deadlines and Requirements**

1. Entries must be submitted (to OLC office) by the final day of the entry period to be eligible for the corresponding drawing.

2. The final grand prize drawing date for Drawing 4 will be determined by the Oklahoma Lottery based on the game ending date for the Harley-Davidson scratcher ticket. The Oklahoma Lottery is not responsible for entries received after the deadline. Entries received after the entry deadline date for a drawing will be deemed ineligible for that drawing and will be put into the next drawing if any. (There is no drawing after Drawing 4). An entry is only eligible for the particular drawing period for which it was entered and the final drawing. Players may enter as often as they wish using valid entries.
3. A complete name, address, telephone number, email (optional) and signature must be provided on the entry, so that the owners of selected entries can be identified and contacted. Incomplete or illegible entries will be disqualified. Entries with address stamps or stickers are acceptable, but they also must have a complete name, address, telephone number, email (optional) plus the entrant's signature.

### **Receipt of Entries**

All valid entries, as defined above, mailed to the Oklahoma Lottery post office box or delivered to the Oklahoma Lottery Headquarters, will be picked-up on all days the Oklahoma Lottery Commission is open for business. All entries received by online submission will be accepted 24 hours on a daily basis, until the end of the promotion.

### **Processing Entries**

1. **Postal Mail and Hand Delivered Entries-** All entries received by postal mail or by deposit at Lottery headquarters will be placed in an official drawing container. The official container(s) will be held in a secured room under 24-hour video surveillance.
2. **Online Entries-** All entries received by online submission will be held in a secure place within the Oklahoma Lottery's file server.

### **Winner Selection**

#### *Harley-Davidson Motorcycles and \$25,000 Cash Prize*

The Lottery will conduct four (4) separate drawings at its offices in Oklahoma City, Oklahoma, to award one (1) Harley-Davidson motorcycle per drawing. A \$25,000 cash prize will also be awarded in Drawing 4.

#### *Merchandise Prizes*

The Oklahoma Lottery will conduct four (4) separate drawings at its offices in Oklahoma City, Oklahoma, to award the Harley-Davidson merchandise prizes. The Harley-Davidson merchandise prizes will be fulfilled by MDI.

### **Drawing Information**

#### **1. Drawing Details for Grand Prizes (Harley-Davidson Motorcycles)**

Entries from both the Oklahoma Lottery website and the postal mail/hand delivered entries will be prorated to determine the appropriate number of entries to select from each group for each separate drawing. A total of 10 entries will be drawn from the online and mailed-in submissions combined for each drawing. Once entries have been selected, all 10 entries will be individually placed in envelopes and placed in a hopper for a drawing to determine prize distribution. The official drawings will be held on the following dates: March 22, 2010, April 26, 2010, June 1, 2010 and the fourth and final drawing date will be set after the ending date for the Harley-Davidson Scratcher Promotion is set.

#### **Drawing Procedures for Grand Prizes**

During these drawings, access to the mailroom will be limited and a log will be maintained of all OLC employees present for the drawing and their roles. Only the promotions manager, security official, IT representative, a blindfolded OLC employee and the internal auditor

should be present during each drawing. A blindfolded lottery employee will draw the pre-determined amount of entries from the hopper to serve as both the winners and the alternates. The entries will be numbered individually by the security official in the order they are drawn from the hopper. For Drawings 1 through 3, the first (1<sup>st</sup>) entry drawn will be for the Harley-Davidson Motorcycle and the second (2<sup>nd</sup>) through the tenth (10<sup>th</sup>) entries drawn will serve as alternates. For Drawing 4, the first (1<sup>st</sup>) entry drawn will be for the Harley-Davidson, the second (2<sup>nd</sup>) entry selected will be for the \$25,000 cash prize and the third (3<sup>rd</sup>) through the tenth (10<sup>th</sup>) entries drawn will serve as alternates. For all drawings, the promotions manager, and the security official, will then verify the entries drawn for valid eligibility (according to the game promotion procedures) beginning with the entry numbered 1 and will move in a sequential order. The promotions manager will record the drawn ticket and entrant's information for all entries. If there are not enough valid entries within the total that are drawn, an equal amount will be re-drawn and subsequently verified for validity.

Players cannot win the Harley-Davidson motorcycle twice or the motorcycle and the \$25,000 cash prize.

## **2. Drawing Details for Merchandise Prizes**

Four separate drawings will take place per draw date; one drawing for each different merchandise prize. A total of 50 entries will be drawn for each prize. The selected entries from each drawing will serve as both the prize winners and alternates for each specific prize. The official drawings will be held on the following dates: March 22, 2010, April 26, 2010, June 1, 2010 and the fourth and final drawing date will be set after the ending date for the Harley-Davidson Scratcher Promotion is set.

### **Drawing Procedures**

The merchandise prize drawings will be conducted by the Oklahoma Lottery. During these drawings, access to the mailroom will be limited and a log will be maintained of all OLC employees present for the drawing and their roles. Only the promotions manager, security official, IT representative and the internal auditor should be present during each drawing.

A random number generator will draw the pre-determined number of entries for each prize to serve as both the winners and the alternates for each drawing.

For all drawings, the Oklahoma Lottery personnel will verify the entries drawn for valid eligibility (according to the game promotion procedures) beginning with the entry numbered 1 and will move in a sequential order. OLC personnel will record the drawn ticket and entrant's information for all selected entries. If there are not enough valid entries within the total that are drawn, an equal amount will be re-drawn and subsequently verified for validity. The selected finalists will then be contacted by OLC to verify age and validity of web submissions. If an entry is determined to be ineligible, the first alternate drawn will be the winners, if eligible.

Players cannot win twice within the same drawing but can win multiple times across the 4 merchandise drawings.

### **General Rules and Procedures**

1. Players cannot win the motorcycle more than once or the motorcycle and the \$25,000 cash prize. Players cannot win twice within the same merchandise drawing but can win multiple times across the four merchandise drawings.
2. All prize winners must be 18 years or older. Winners will be required to provide proof of age.

3. If more than one person's name appears on any of the tickets drawn as a winner, these individuals will be notified, and it will be their responsibility to declare ownership of the prize.
4. Winner(s) will be notified via phone/mail of their winner status using the contact information provided on the entry ticket/submission after all validation and verification has taken place.
5. Winner(s) may be required to complete a claim form, and provide two forms of identification to the Oklahoma Lottery. If a winner does not meet all promotion qualifications (valid entry, age requirement, etc.) they will be disqualified and the next alternate will be selected and subsequently validated and verified.
6. Entries received at Oklahoma Lottery headquarters after close of business on final submission date, will be ineligible for the Grand Prize Drawing. The entries will be destroyed.
7. By submitting an entry, each player authorizes the Oklahoma Lottery to release prize winner information to various media sources and list winners' names and pictures on the Oklahoma Lottery website, [www.lottery.ok.gov](http://www.lottery.ok.gov), and at authorized OLC retailers.
8. Press releases of winners' names and cities will be prepared by the Oklahoma Lottery following the Grand Prize Drawings.
9. The Oklahoma Lottery reserves the right at its sole discretion to substitute a prize of equal or greater value if any prize cannot be awarded as described due to unavailability or for any other reason. Additional restrictions and conditions specific to any particular prize will be disclosed to winners upon prize notification.
10. Prizes pictured in game materials and on the Lottery website are for illustrative purposes only.
11. Additional local, state, federal or other taxes, expenses or surcharges associated with the prizes (if any) and not mentioned in these rules are the responsibility of the winner.
12. The Oklahoma Lottery and its agencies are not responsible for error, 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 of any kind, or inaccurate transmission of or failure to receive entry, winner or other contest information by sponsors or entrants for any reason whatsoever. The Oklahoma Lottery is not responsible for entries that are late, misdirected or incomplete. All entries become the sole property of the Oklahoma Lottery and will not be returned. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE OKLAHOMA LOTTERY RESERVES THE RIGHT TO CANCEL THE PROMOTION IF IT BECOMES TECHNICALLY CORRUPTED.**
13. No other tickets or entries are eligible for this promotion, including other Scratcher games, sample-void tickets, altered or stolen tickets, postcards, any canceled ticket or any likeness of an authentic ticket.
14. The Oklahoma Lottery is not responsible for any non-promotional mail inadvertently sent to the promotional address.

15. The Oklahoma Lottery will not provide any assurance and/or verification of receipt of any entry submitted by any player or promotion participant.
16. The Oklahoma Lottery is not responsible for scratcher tickets and/or online game claims sent to the promotional mailing address for non-promotion, cash related prize payment. Tickets sent to the promotional mailing address to be cashed will be considered lost mail.
17. The Oklahoma Lottery makes no express or implied warranties of any kind with respect to the safety, appearance or performance of any prize offered.
18. Once final transfer of a prize is complete, the winner has sole ownership of the prize and the use of the prize is at the owner's discretion.
19. Each person entering this promotion agrees by the act of participation to be bound by these promotional procedures of the Oklahoma Lottery.
20. These promotional procedures may be modified at any time at the sole discretion of the Oklahoma Lottery. Changes will be posted on our website.
21. All Promotional Procedures and Game Rules are available at [www.lottery.ok.gov](http://www.lottery.ok.gov) or by contacting the Oklahoma Lottery Commission at 1.888.PLAYOLC (752.9652).