

American Quarter Horse Youth Association
“AQHA Presents. . . Make Over My Horse”
ESSAY CONTEST OFFICIAL RULES

1. OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES OR CANADA (EXCLUDING QUEBEC), WHO ARE BETWEEN THE AGES OF 8 AND 19, AND MEMBERS OF THE AMERICAN QUARTER HORSE YOUTH ASSOCIATION AS OF MAY 15, 2008. CONTEST IS VOID IN QUEBEC AND WHERE PROHIBITED BY LAW. MANY WILL ENTER, FEW WILL WIN.

2. HOW TO ENTER. Submit a typed, 150 word maximum essay on AQHYA’s Web site describing why you want help with a makeover on your American Quarter Horse. Essay can highlight how your horse looks, a problem, situation, circumstance, or an event in which you need a professional’s assistance to improve your horse and/or your relationship with your horse. Essay must also include entrant’s name, physical address, city, state, zip code, home phone number, date of birth and entrant’s parent or legal guardian’s signature providing permission for his/her child to enter the contest if entrant is a minor in his/her jurisdiction of residence. ANY ESSAY EXCEEDING THE 150 WORD MAXIMUM WILL BE DISQUALIFIED. ANY ESSAY THAT DOES NOT HAVE A PARENT OR LEGAL GUARDIAN SIGNATURE (IF NECESSARY) OR IS OTHERWISE NOT IN FULL COMPLIANCE WITH THESE OFFICIAL RULES WILL BE DISQUALIFIED.

The theme of this essay contest is “Make Over My American Quarter Horse.” Submitted essays should express why an AQHYA member wants/needs their American Quarter Horse made over by a professional trainer and member of AQHA’s Team Wrangler. Essays can be humorous or serious; whimsical or down-to-earth. Submitted essays must be solely the original work of entrant; assistance of any kind is prohibited. Essays must not have been previously published or have won an award/prize in any prior competition or contest. No persons who have received money or other compensation for their writing will be eligible to participate in Contest. Entrant must have written consent of any third parties whose person or property is referenced in essay. Essays must be honest and truthful in all respects. Any essay including profanity or vulgar material, as determined by the judges and/or American Quarter Horse Youth Association (“Sponsor”), in the sole discretion of either party, will be disqualified.

Essays must be received only via AQHYA’s Web site – www.aqhamembers.com in AQHYA offices between Monday, May 19, 2008 at 8 a.m. Central and 5 p.m. Central Monday, June 9, 2008 (contest deadline). Note that submission of essay via facsimile, U.S. mail, telephone call or any other method will not be accepted.

Limit: one (1) entry per person. Receipt of essays will not be acknowledged and none will be returned by the Sponsor.

3. **SCHEDULE.** Contest begins on Monday, May 19, 2008 at 8 a.m. Central time and all entries must be received in AQHYA offices by 5 p.m. Central time, Monday, June 9, 2008.

4. **SELECTION.** Selection will begin Tuesday, June 10, 2008 and winner (if winner is a minor, winner's parent/legal guardian) will be notified by mail or by phone by Monday, June 16, 2008. A committee comprising three AQHA employees, one employee of envision! Film & Video Company and one member of American Quarter Horse Association of Professional Horsemen Team Wrangler will read all eligible essays and grade them on a scale of 100 using the following guidelines:

Essay captures theme or essence of contest	60 points
Creativity	15 points
Grammar, punctuation, spelling	15 points
Clarity of thoughts/ideas	10 points

The judges will take age into account in their judging. The judges will select the top ten in rank order by a numerical grade. In the event of a tie, the judges will break the tie based on which of the tied entrants had the higher/highest score in the judging criterion of "Essay captures theme or essence of contest."

By participating, entrant (if entrant is a minor, his/her parent/legal guardian) agrees to abide by and be bound by the Official Rules, and the Judges' and Sponsor's decisions, which are final and binding in all respects.

If winner is a minor, prize will be awarded to winner's parent or legal guardian on the minor's behalf. If Grand Prize winner is a minor, he/she must have a parent or legal guardian present during Grand Prize training session (see below).

5. Prizes/Odds of Winning: The first place winner will receive the Grand Prize.

Grand Prize is a training session with two Team Wrangler members who will come to the Grand Prize Winner's residence (or place where horse is stabled/boarded) for the training session. Grand Prize winner will be featured in an episode of "AQHA Presents" airing on the RFD-TV Network. (\$2,000 US/CN approximate retail value).

Grand Prize winner must be available for training and taping of "AQHA Presents" episode on mutually agreeable dates between Thursday, June 19, 2008 and Saturday, July 7, 2008 for filming at their home. If for any reason the Grand Prize winner is not available or unwilling to schedule the training session and taping between the above dates, he/she will forfeit grand prize and another grand prize winner will be selected.

Grand Prize does **not** include any tack, special equipment that might be used by professionals during training sessions. Grand prize does not include goods/service charges, insurance, other incurred expenses or items not specifically described as part of the prize in these Official Rules; such expenses are the winner's sole responsibility.

Consolation Prizes. The second through tenth place winners will each receive his or her choice of Junior Master Horseman gift pack, including both levels one and two of Junior Master Horseman along with AQHYA product (approximate retail value: \$150 US/CN) or AQHA's Fundamentals of Horsemanship Level I and a Wrangler product pack (approximate retail value \$150 US/CN). Second through tenth place winners also will receive recognition on AQHYA's Web site and acknowledgement on the episode of "AQHA Presents" airing on RFD-TV featuring the grand prize winner.

6. ELIGIBILITY. Persons in any of the following categories are not eligible to participate or win a prize: (a) persons who from and after May 15, 2008 were or are employees, officers or agents of American Quarter Horse Association, American Quarter Horse Youth Association, envision! Film & Video, RFD-TV, VF Corporation, their respective parents, affiliates, subsidiaries, or the service agencies or independent contractors of any of the above organizations; (b) persons who are engaged in the development, production, distribution of materials, or determination of winners for this Contest; (c) persons who are immediate family (parents, children, siblings, spouse) of any person in either of the preceding categories.

7. CONDITIONS OF PARTICIPATION. Sponsor is not responsible for illegible, incomplete, late, lost, damaged, destroyed, delayed or misdirected entries. Sponsor is not responsible for any telephonic, computer or other technological error of any kind which disables or otherwise interferes with submission of essays via internet or for garbled, interrupted or jumbled internet submissions. If the internet entry component of the Contest is not capable of running as planned for any reason beyond the control of Sponsor which, in the sole opinion of Sponsor, corrupts or affects the administration, security, fairness, integrity or proper conduct of the internet entry of the Contest (such as technical failure), Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the internet entry component of the Contest. In such event, winners will be selected from among all eligible essays received via internet transmission prior to and/or after (as appropriate) the action taken by Sponsor. No substitution or cash equivalent of prizes, except at the sole discretion of Sponsor due to prize unavailability for any reason and only then for a prize of equal value. Failure to accept any prize in accordance with these rules will result in prize forfeiture. By submitting essay, entrant acknowledges that his/her essay is a "work made for hire" for Sponsor, as such term is defined under United States copyright law; if entrant is a minor, entrant's parent or legal guardian, by providing permission for entrant to participate in the Contest, acknowledges that entrant's essay is a "work made for hire" for Sponsor as such term is defined under United States copyright law. Should it be determined that entrant's essay does not constitute a "work made for hire" under US copyright law, entrant (if entrant is a minor, his/her parent/legal guardian) agrees that, in accepting the prize, entrant (if entrant is a minor, his/her parent/legal guardian) will transfer and assign to Sponsor any and all right,

title and interest which entrant (if entrant is a minor, entrant and/or his/her parent or legal guardian) possess in the essay and any and all right, title and interest which entrant (if entrant is a minor, entrant and/or his/her parent/legal guardian) possess in the copyright to the essay (including but not limited to moral rights in the essay), with the prize serving as good and valuable consideration for said transfer and assignment of rights. In addition, should the essay not constitute a “work made for hire” under US copyright law, entrant (if entrant is a minor, his/her parent/legal guardian) agrees to sign any and all documents which may be required by Sponsor so as to perfect the foregoing transfer and assignment of rights in the essay. Prizes may not be assigned or transferred. Limit one prize per individual/family/household. Prize winner (if winner is a minor, his/her parent/legal guardian) will be required to sign and return an Affidavit of Eligibility, a Liability Release and a Publicity Release (where legal), before any prize is awarded. If, for any reason, all required documents are not executed and returned Tuesday, June 17, 2008 or if prize notification is returned as undeliverable, such prize winner will be disqualified, and an alternate winner will be selected by the judges. Second through tenth place prize winners (if winner is a minor, his/her parent or legal guardian) may also be required to sign and return an additional liability release before winner will be able to receive prize packages. Winner will be solely responsible for any and all applicable taxes associated with prize. **By participating, entrant (if entrant is a minor, his/her parent or legal guardian) releases and agrees to hold harmless American Quarter Horse Association, American Quarter Horse Youth Association, Members of the American Quarter Horse Association of Professional Horsemen, RFD-TV, envision! Film & Video, VF Corporation, their respective parents, affiliates, subsidiaries, the service agencies and independent contractors of any of the above organizations, and their respective directors, officers, employees, and agents, including advertising and promotion agencies, from any and all liability arising from entrant’s participation in the Contest and/or the receipt, acceptance, possession or use (or misuse) of any prize. Where legal, by accepting prize, winner (if winner is a minor, his/her parent or legal guardian) agrees to the use of winner’s name, address (city, state), photograph, videotape or any likeness of winner for advertising, publicity purposes, and for the development of the episode of “AQHA Presents” airing on RFD-TV and in other locations as determined by sponsor. and any and all rights to said use, without further compensation.**

8. **WINNERS’ LIST:** Winners list may be obtained by mailing a stamped self-addressed envelope to American Quarter Horse Youth Association Make Over My Horse Contest Winner, P.O. Box 200, Amarillo, TX 79168. Canadian residents may omit return postage. Requests must be received by July 20, 2008

9. Sponsored by American Quarter Horse Youth Association, 1600 Quarter Horse Drive, Amarillo, TX 79104.