



@Atlanta BMW Centers

@bmw_atl

2020 Official Rules

Raffle Contest ("Contest") limited to the first 3,000 entrants and odds of winning depend on the number of entries. Tickets must be purchased by 11:59 pm, Monday, November 16, 2020.

One (1) Grand Prize winner will receive their choice of a 2021 BMW 228i Gran Coupe, BMW 330i Sedan or BMW Z4 Roadster. The Approximate Retail Value ("ARV") of the prize for the 2021 BMW 228i Gran Coupe is \$47,150 excluding sales tax, licensing, registration, title fees and destination charges. The Manufacturer's Suggested Retail Price ("MSRP") of the 2021 BMW 2 Series Gran Coupe is \$48,145. The Approximate Retail Value ("ARV") of the prize for the 2021 BMW 330i Sedan is \$49,300 excluding sales tax, licensing, registration, title fees and destination charges. The Manufacturer's Suggested Retail Price ("MSRP") of the 2021 BMW 330i Sedan is \$50,295. The Approximate Retail Value ("ARV") of the prize for the 2021 BMW Z4 Roadster is \$53,300 excluding sales tax, licensing, registration, title fees and destination charges. The Manufacturer's Suggested Retail Price ("MSRP") of the 2021 BMW Z4 Roadster is \$54,295.

The vehicles awarded shall be the base model year 2021 BMW 2 Series Gran Coupe, or BMW 330i Sedan or BMW Z4 Roadster including Automatic Transmission, Convenience Package, Premium Package and Metallic Paint. Grand Prize winner must have a valid U.S. driver's license and proof of insurance to claim prizes. All federal taxes and any additional options or accessories not described above but nevertheless included with the vehicles as awarded and any other taxes or expenses not explicitly stated herein are the Grand Prize winner's sole responsibility including but not limited to any state, federal or local income taxes.

Grand Prize winner cannot refuse possession of the vehicle or attempt to sell the vehicle back to the BMW center once the vehicle is awarded. Sponsor is not responsible for any costs related to transferring the vehicle to winner's chosen BMW center of preference and any costs with the winners' transportation to/from chosen BMW center. In the event the winner would prefer to apply the ARV to another model, any associated costs incurred above the ARV will be the winner's sole responsibility.

The Second Prize is a BMW 101 experience which includes a weeklong test drive (\$1,050 value) in a 2020/2021 model BMW of your choice (based on availability). Package includes hotel accommodations (double-room occupancy) and dinner and breakfast for the customer and one guest (\$120 value) at the Greenville Marriott (check-in is the afternoon/evening prior to the scheduled experience date at the BMW Performance Center). One two-hour driving session for the customer and guest (\$299 value) who will share the driving time in a BMW. Under the guidance of a professional driving instructor, winner will participate in an Autocross handling course, an ABS

braking exercise, and a DSC demonstration on the skid pad. Complimentary lunch (\$50 value) at the BMW Performance Center on the day of the experience. A tour (\$15 value) of the BMW Manufacturing plant and Zentrum museum (the factory tour and museum are subject to closings and blackout dates).

The Third Prize is a \$500 Macy's shopping spree (payable as a \$500 gift card).

Winners consent to the use of their names and photographs without compensation for publicity purposes to help promote the Atlanta Ronald McDonald House Charities programs. Ticket purchases are nondeductible for tax purposes. You must be 21 years or older to enter. Preliminary drawing will be held on Wednesday, November 18, 2020, to draw five finalists. Final drawing will be held on or around Monday, November 23, 2020. Prizes are non-transferrable and no substitution or cash equivalent of prizes permitted. Employees of Atlanta Ronald McDonald House Charities, the Southern Region Advertising Council, Inc., BMW of North America LLC, GS&P, its parent, affiliate and subsidiary companies, their directors, officers, employees, agents and agencies are ineligible. The BMW name, model names and logo are registered trademarks of BMW.

*Before claiming prizes valued at \$5,000 or greater, the winner must provide his or her Social Security Number, sign all copies of the form W-2G and write a check payable to Atlanta Ronald McDonald House Charities for 28% of the fair market value of the prize less the cost of the raffle ticket. This is for tax withholdings on the prize and will be paid directly to the Internal Revenue Service. Contest Sponsor is Atlanta Ronald McDonald House Charities.

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