



Visitor Survey Sweepstakes

# Visit Oakland County Strategic Plan

Thank you to the organizations that  
provided Sweepstakes Prizes!



**NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. VOID WHERE PROHIBITED BY LAW. MUST BE 18 YEARS OF AGE OR OLDER TO ENTER.**

## **SWEEPSTAKES OVERVIEW**

Oakland County, by and through Oakland County Department of Economic Development (“ED”), is sponsoring a Sweepstakes for participants submitting a Visitor Survey (“Survey”) during the Oakland County Tourism & Attraction Strategic Plan process. This Sweepstakes is governed by these official rules (“Official Rules”).

Prize winners will be selected randomly under the criteria specified in these Official Rules. All interpretations of the Official Rules and decisions relating to the Sweepstakes made by ED are final.

Prizes and sponsors include four general admission tickets to Detroit Zoo, including parking (\$116 value), sponsored by the Detroit Zoo; and \$100 e-gift card for Birmingham Bucks, sponsored by the Birmingham Principal Shopping District.

## **REGISTRATION PERIOD**

The Sweepstakes entry period commences at 12:01 a.m. ET on March 5, 2025, and ends at 11:59 p.m. ET on April 18, 2025.

## **ELIGIBILITY**

The Sweepstakes is open to anyone 18 years of age or older at the time of entry during the Survey Period (“Respondent”). Employees and subcontractors of Oakland County, Think Place Agency, Black Dog Designs, and Tourism Economics are not eligible to enter or win the Sweepstakes.

## **PARTICIPATION**

By participating in this Sweepstakes, Respondent: (1) agrees to be bound by these Rules and by the interpretations of these Rules by ED; (2) agrees to comply with all applicable federal, state, and local laws, rules and regulations; and (3) agrees to be bound by the decisions of ED regarding the Sweepstakes.

## **ENTRY**

Respondent may enter by completing the required portions of the Survey and submitting the Survey form online at <https://www.surveymonkey.com/r/VisitOaklandVisitorSurvey>. One Survey per Respondent. Multiple surveys from the same Respondent cannot be submitted.

The odds of winning depend on the total number of Surveys submitted by all Respondents. ED reserves the right, in its sole discretion, to disqualify any Survey that it deems to be a violation of these Rules.

Oakland County shall have the absolute right to publish, replicate, create derivative works of, reproduce, distribute, and display the Survey contents in any manner, without compensation to the Respondent.

Alternative Entry: Any person over 18 years of age may send a 3 x 5 index card with their name, address, and phone number to: "Tourism – Visitor Survey Sweepstakes," Attention Ryan Dividock, Oakland County Executive Office Building, 2100 Pontiac Lake Road, Building 41 West, Waterford, MI 48328. The entry must arrive at the above address by 4:30 p.m. EST, on April 17, 2025. ED is not responsible for late arriving or missing entries.

## PRIZES

Prizes will be distributed to the Winners ("Winners") selected randomly from the Surveys submitted. One prize per Winner.

Winners will be notified by May 2, 2025. Winners may waive their right to receive prizes. Prizes are non-assignable and nontransferable. No substitutions are allowed by Winners. Prizes are not redeemable for cash.

All applicable taxes, and any other costs and expenses associated with acceptance and use of prize not specifically provided for in these Official Rules, are solely the Winners' responsibility.

Prizes and sponsors include four general admission tickets to Detroit Zoo, including parking (\$116 value), sponsored by the Detroit Zoo; and \$100 e-gift card for Birmingham Bucks, sponsored by the Birmingham Principal Shopping District.

ED reserves the right to add sponsors and additional prizes as they become available. Any additional prizes and sponsors will be updated as added and will be found at <https://visitoakland-county.com/strategic-plan/>. All terms and conditions of this sweepstakes will fully apply to any sponsors and prizes added.

## SELECTION AND NOTIFICATION

The Winners will be selected randomly on April 30, 2025, from among all completed and submitted Surveys. ED will notify the Winners by May 2, 2025, via the email address provided on the Survey. Multiple attempts will be made to contact the Winners.

Winners who do not reply by 5:00 p.m. on May 9, 2025, will forfeit their prize, and an alternative Winner may, in ED's sole discretion, be chosen from among all the remaining eligible Survey Respondents. ED reserves the right to select an alternative winner in the event that any potential Winner fails to comply with these Rules.

## WINNER VERIFICATION

To be eligible to be declared a Winner and to receive a prize, the potential Winners must sign, within seven (7) calendar days of notification of winning: (i) an Affidavit of Eligibility and Release releasing Oakland County from any and all liability, loss, claims, demands, and causes of action relating to participating in this Sweepstakes and attesting to eligibility as it relates to age, residence and identity; and (ii) a publicity release granting the County the right to use potential Winner's name, picture and/or likeness, or biographical information for publicity purposes,



in any media now or hereafter known, throughout the world in perpetuity without additional compensation or consideration or notification. ED expressly reserves the right to delay the announcement of the Winners for any reason ED deems necessary.

## **GENERAL TERMS**

Donators of prizes are not responsible if the Sweepstakes cannot take place or if any prize cannot be awarded due to events outside of the reasonable control of ED. ED reserves the right, in their sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes or any part of the Sweepstakes.

Any violation of these Rules by a Winner will result in such Winner's disqualification as a Winner of the Sweepstakes. Upon disqualification, all privileges as a Winner will be immediately terminated. All information submitted by Respondent is subject to and will be treated in accordance with Oakland County's Terms of Use and Privacy Policies, accessible at [www.oakgov.com/pages/terms-of-use.aspx](http://www.oakgov.com/pages/terms-of-use.aspx).

All information provided by Respondent may be subject to disclosure under the Michigan Freedom of Information Act, Court Order, or other rule of law. By submitting a Survey in this Sweepstakes, Respondent represents that: (1) he or she has the right to submit the entry; (2) the entry does not infringe upon any third party's proprietary rights, intellectual rights, or other rights.

## **REQUESTS FOR NAMES OF WINNERS AND RULES**

For the name of the Winners and/or a copy of the Official Rules, visit the <https://visitoakland-county.com/strategic-plan/>; or send a self-addressed stamped envelope to: Ryan Dividock, Oakland County Economic Development, 2100 Pontiac Lake Road, Bldg 41 West, Waterford, MI 48328

**RELEASE AND INDEMNIFICATION BY PARTICIPATING IN THIS SWEEPSTAKES, PARTICIPANTS AGREE TO INDEMNIFY, HOLD HARMLESS, DEFEND, AND RELEASE OAKLAND COUNTY, OAKLAND COUNTY ECONOMIC DEVELOPMENT, GENISYS CREDIT UNION AND ANY ENTITY INVOLVED IN THE CREATION, OPERATION, OR FULFILLMENT OF THE SWEEPSTAKES AND THEIR RESPECTIVE AGENTS, EMPLOYEES, ELECTED OFFICIALS, OFFICERS, DIRECTORS, SUCCESSORS, AND ASSIGNS FROM AND AGAINST ALL CLAIMS, INJURIES, OR DAMAGES ARISING OUT OF OR RELATING TO PARTICIPATION IN THE SWEEPSTAKES; THE USE, MISUSE, OR REDEMPTION OF THE PRIZES; AND FOR ANY CLAIM, INCLUDING CLAIMS BASED ON DEFAMATION, PUBLICITY RIGHTS, INVASION OF PRIVACY, COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT, OR ANY OTHER INTELLECTUAL PROPERTY RELATED CAUSE OF ACTION.**