



## #killingtonshredit26 Contest Official Rules

### **PURCHASE REQUIRED TO ENTER OR WIN**

The purchase of a Killington Bike Park day pass or appropriate season pass which provides daily access to the Killington Bike Park is required to enter or win.

By submitting an entry (video) to the Killington Bike Park Summer 2025 Video Submission Contest, you agree to be bound by these official rules.

### **Contest Description:**

("Contest") Begins on July 17, 2026 at 12:00pm Eastern Standard Time ("EST"). and ends on August 31, 2026 at 11:59pm EST ("Contest Period"). Entry into the Contest does not constitute entry into any other promotion, contest or sweepstakes.

### **Eligibility:**

The Contest is open to permanent legal residents of the United States (US) and Canada excluding Alaska and Hawaii who are at least 18 years of age at the time of entry. Employees of Killington Resort and Pico Mountain, its affiliates and their immediate family members are not eligible for entry. Void where prohibited or restricted by law. Access to internet required for entry.

### **How to Enter:**

There is one method of entry which is via Instagram. No other method of entry will be accepted. To enter the contest during the contest period, follow @killingtonmtnbikepark (The official page of Killington Mountain Bike Park on Instagram) post a video showcasing your experience at Killington Bike Park, tag @killingtonmtnbikepark and use the hashtag #killingtonshredit26 ("Entry"). Instagram story submissions are not eligible for entry into the contest. Videos must be original, shot/filmed/recorded at Killington Bike Park during the contest period, and comply with Instagram community guidelines. Music used in videos shall not include references to drugs, alcohol, sex, or violence. **NO LIMIT ON**

**NUMBER OF ENTRIES. ONE WINNER PER HOUSEHOLD. ENTRANTS MAY NOT WIN MORE THAN ONCE, EXCLUDING GRAND PRIZE WINNER.**

All Entries must be received by August 31, 2026 at 11:59pm EST. Incomplete entries are void.

Entrants must have an active and non-private Instagram account. You can sign up for a free account at [www.instagram.com](http://www.instagram.com). Entries posted by a private Instagram account will not be recognized. Any Entrant found to be using the account of a group, company, or other association may be disqualified.

In the event of a dispute regarding any Entry, such Entry will be deemed to have been submitted by the Authorized Account Holder (as defined below) of the Instagram Account used to submit the Entry at the time of Entry, provided that person meets all eligibility requirements set forth in these Official Rules. "Authorized Account Holder" means the natural person who is: (i) assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the e-mail address used for the Instagram Account; or (2) assigned to a mobile phone number used for the Instagram account by the cellular provider or as shown on the cellular provider's records or the natural person authorized to use that mobile phone number by an entity that is shown on the cellular provider's records for that number.

Entrants may not participate with multiple Instagram accounts, nor may Entrants use any device or artifice to enter multiple times as multiple Entrants. Any Entrant who attempts to enter under multiple Instagram accounts, under multiple identities or uses any other device or artifice to submit multiple Entries will be disqualified from participation in the Contest and all Entries submitted by that Entrant will be void. Only fully completed Entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any change of mailing address, e-mail address, and/or telephone number of Entrants.

By Submitting a video as an entry into the contest, you grant Killington Resort the perpetual, non-exclusive right to use, edit, modify, reproduce and share the submitted content on its official social media platforms including but not limited to Instagram for uses not limited to promotional purposes.

## **Entry Content Guidelines:**

Entries submitted into this Contest must be entirely the original work of a single entrant; must never have appeared on any other promotional website or otherwise have been previously published in any media including books, magazines or other publications; and cannot have been entered into any other promotion. Entrants must have sole ownership rights of the Entry and Entry must not infringe on any third-party rights and must not infringe on the publicity rights of others. Entrants must have the consent of any third party who appears in any Entry submitted to use the Entry for any purpose, including commercial purposes. Any person who appears in such Entry must be at least eighteen (18) years old as of time of entry. Entry may not include content which is offensive, violent, derogatory, sexually suggestive, obscene, defamatory, or contain explicit language or imagery or is otherwise unlawful or inappropriate for publication. Any Entry must not be in bad taste or controversial in the way it portrays any group or individuals; be derogatory of any ethnic, racial, gender, religious, professional, age or other group; contain any personal identification, such as personal name(s), e-mail address(es), (unless it is information that belongs only to entrant, in which case entrant by including the information releases the Contest Entities from any and all liability associated with public disclosure of such information in the Entry). Entries cannot be made by a group, business, or organization. Entry will be disqualified if Sponsor, in its sole discretion, determines that (a) the Entry may violate the copyright, trademark rights, right of privacy, right of publicity or other rights of a third party (this includes but is not limited to persons and products appearing in the Entry); (b) the Entry includes any content that is inappropriate or unfit for publication (e.g., nudity or profanity); (c) intends to promote any product, cause or concern other than Killington Bike Park; (d) disparages Sponsor's product, the product of any competitor of Sponsor, or contains any matter that could be characterized as defamatory, libelous or scandalous; (e) portrays, condones or encourages drunk driving; (f) shows alcoholic beverages being consumed in an irresponsible, excessive or reckless manner (including but not limited to intoxicated persons), by persons who are not of legal drinking age, in the context of violent, aggressive, dangerous or anti-social behavior or that suggests that consumption of alcoholic beverages can enhance or improve one's social status; (g) include children, things that are of appeal to children, religious themes; or (h) promotes any illegal conduct. **Without limiting the foregoing, do NOT include in Entry the name, logo, trademark, brand(s) of or other references to any other resort or mountain bike**

**park.** In Sponsor's sole opinion, any Entry which does not meet all of these requirements will be disqualified.

**POSTED ENTRIES REPRESENT SOLELY THE VIEWS/OPINIONS OF THE APPLICABLE INDIVIDUAL AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR HAS NOT REVIEWED BEFOREHAND AND IS NOT ENDORSING ANY PHOTO OR VIDEO SUBMITTED BY ANY PERSON INCLUDING THE USE OF KILLINGTON BIKE PARK IN SAME (IF APPLICABLE). SPONSOR IS MERELY REQUESTING PERSONS TO POST/PUBLISH VIDEOS AND DISCLAIMS ANY RESPONSIBILITY IN CONJUNCTION WITH SAME.**

**Prizes/Approximate Retail Values (ARV)/Odds:**

There will be one (1) Grand Prize winner in this contest who will receive a one (1) 2027 Killington Unlimited Bike Park Season Pass. The Approximate Value of the Grand Prize is six-hundred and twenty-nine dollars (\$629.00). The Second Place winner will receive one (1) pair of Mountain Bike Goggles. The approximate retail value of the second place prize is one-hundred and fifty dollars (\$150.00). The third place winner will receive one (1) pair of mountain bike gloves and one (1) Killington Bike Park T-shirt. The approximate retail value of the third place prize is one-hundred dollars. (\$100.00). ARV of all prizes is eight-hundred and seventy-nine dollars (\$879.00).

Winner has no independent rights to prizes. In the event that winner does not use any portion of the Grand Prize, there will be no extension, transfer, substitution, reimbursement, or compensation provided. Actual value may vary. Any difference between stated value and actual value will not be awarded.

PRIZES ARE AWARDED “AS IS” AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE). CONTEST ENTITIES (INCLUDING EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES AND AFFILIATES) EXPRESSLY DISCLAIM ANY AND ALL RESPONSIBILITY AND LIABILITY ARISING FROM USE OR REDEMPTION OF A PRIZE, AS FURTHER SET FORTH IN THESE OFFICIAL RULES, INCLUDING BUT NOT LIMITED TO ANY DAMAGES OR INJURIES SUSTAINED BY A WINNER FOR ANY REASON, INCLUDING ANY PART OF A PRIZE OR ANY OTHER CAUSE(S).

### **Selection of Winners:**

A winner will be selected on or about September 4, 2026 by representatives of Killington/Pico Resort Partners, LLC. based on the following weighted criteria: Creativity (30%) defined as overall use of Killington Bike Park, method of recording video, angles from which videos were shot, and editing. Originality (10%) defined as uniqueness relative to other entries, and, The Representation of a Fun and Exciting Mountain Bike Experience at Killington Bike Park (60%), defined as highlighting Killington Bike Park in a fun and energetic manner.

The Grand Prize Winner will be selected on or about September 4, 2026. All winners will be contacted via Instagram Direct Message by the official @killingtonmtnbikepark Instagram account. Potential winners are required to respond to the notification within two (2) business days following the attempted outreach by Sponsor.

### **Claiming Your Prize**

Potential winner(s) may be required to sign and return a notarized Affidavit of Eligibility/Liability Release, and a Publicity Release within three (3) business days after first notification attempt. If Prize notification or prize is returned as non-deliverable, Prize may be forfeited, and an alternate winner may be selected. No correspondence will be acknowledged.

**Use of Likeness & Submitted content:**

By entering you grant Killington Resort the right to use your name, likeness and submitted video for promotional purposes without further compensation unless prohibited by law. You represent that you own or have secured all necessary rights in the video and that your submission does not infringe on any third-party rights.

**General conditions:**

Killington Resort reserves the right to cancel, suspend, or modify the contest at any time. Killington is not responsible for any late, lost or discredited entries. By entering, you agree to hold harmless Killington Resort and its affiliates from any and all liability arising out of participation in the Contest, or acceptance of any prize. Any personal information collected during the contest will be used solely for the administration of the contest and in accordance with Killington Resort's privacy policy. This Contest is governed by the laws of the State of Vermont, without regard to conflict of law principles

**CAUTION:** ANY ATTEMPT BY AN ENTRANT TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

**DISPUTES:** As a condition of participating in this Contest, entrant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action, exclusively, before a court of competent jurisdiction located in Burlington, VT which court shall apply the laws of the state of Vermont without regard for rules of conflicts of law. In any such dispute, participant or Entrant shall, under no circumstances, be entitled to claim punitive, incidental, or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (if any) associated with participating in the Contest, and participant hereby waives all rights to have damages multiplied or increased. Entrant further waives any right to seek equitable relief with regard to the Contest.

**WINNERS' LIST:** For names of winners, send a self-addressed, stamped envelope by October 4, 2026 to: **#killingtonshredit26 Contest**, 4763 Killington Road, Killington, VT 05751. Communications with respect to this Contest, including requests to be removed from future mailings, should be directed to the foregoing address.

This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. Information is being provided to the Sponsor (defined below), not to Instagram. Any questions, comments or complaints regarding the Contest must be directed to the sponsor and not to Meta Platforms, Inc./Instagram.

Your participation in this Contest must at all times comply with all applicable Instagram terms of use. In the event of any violation of such terms of use, the Sponsor may, in its sole and absolute discretion, disqualify you from the Contest.

**SPONSOR:** Killington/Pico Ski Resort Partners, LLC.

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