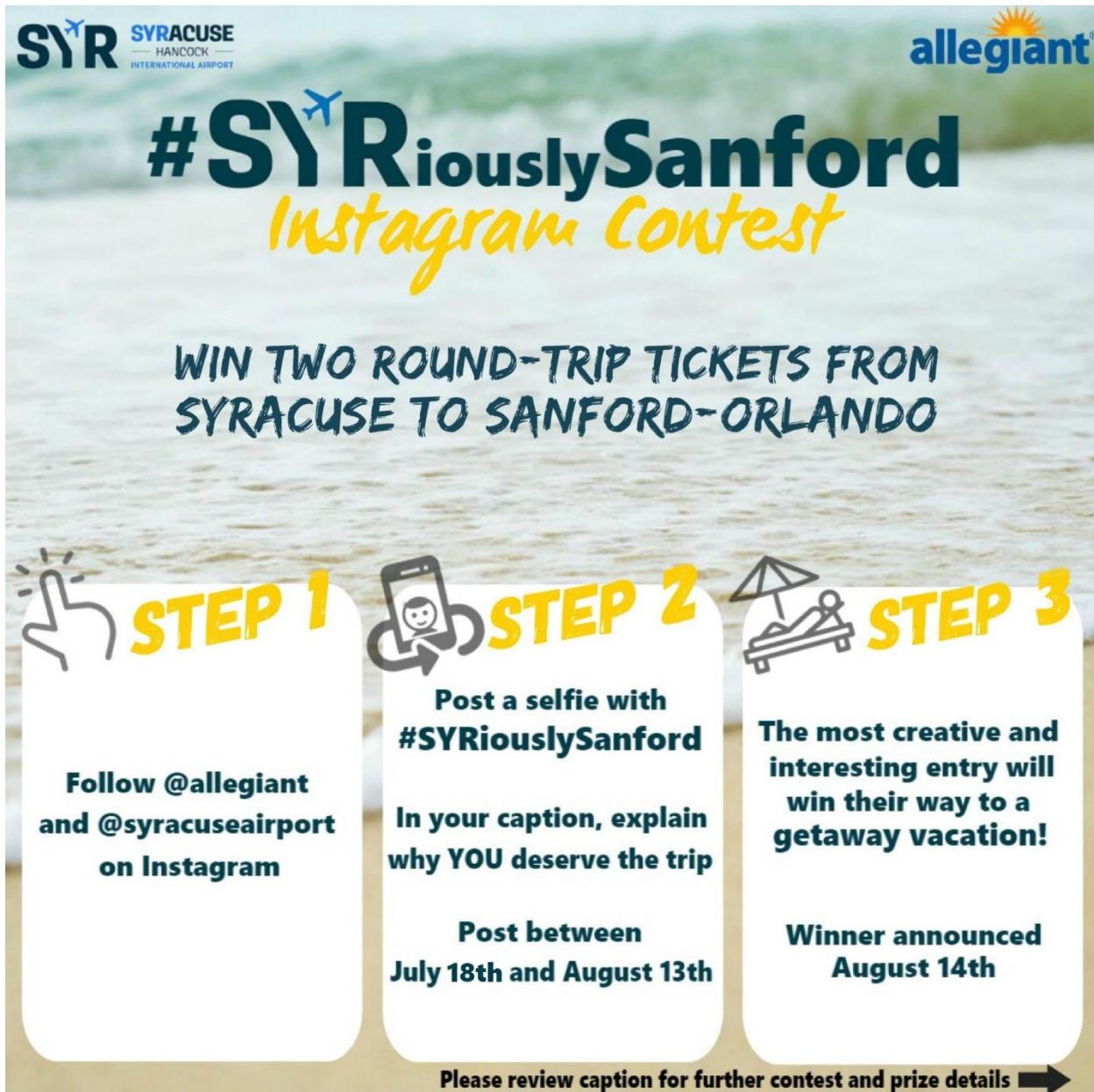


#SYRiouslySanford Instagram Contest

Brief Description

#SYRiouslySanford is a Syracuse Hancock Airport and Allegiant sponsored Instagram contest where people have the chance to win two round-trip tickets* from Syracuse to Sanford-Orlando (SYR to SFB). Enter to win by following @syracuseairport and @allegiant on Instagram, and posting a selfie with the hashtag #SYRiouslySanford with a description of why you deserve the trip. The contest will begin July 18th and end when the winner is announced August 14th.



The poster features the logos for SYR Syracuse Hancock International Airport and Allegiant. The main title is "#SYRiouslySanford Instagram Contest". Below it, the text "WIN TWO ROUND-TRIP TICKETS FROM SYRACUSE TO SANFORD-ORLANDO". The contest is divided into three steps: Step 1 (Follow @allegiant and @syracuseairport on Instagram), Step 2 (Post a selfie with #SYRiouslySanford in your caption, explaining why YOU deserve the trip), and Step 3 (The most creative and interesting entry will win their way to a getaway vacation!). The winner is announced on August 14th. A note at the bottom says "Please review caption for further contest and prize details" with an arrow pointing right.

STEP 1
Follow @allegiant
and @syracuseairport
on Instagram

STEP 2
Post a selfie with
#SYRiouslySanford
In your caption, explain
why YOU deserve the trip
Post between
July 18th and August 13th

STEP 3
The most creative and
interesting entry will
win their way to a
getaway vacation!
Winner announced
August 14th

Please review caption for further contest and prize details ➔

How to Enter

Follow @syracuseairport and @allegiant on Instagram and post a selfie publicly to Instagram with a description of why you deserve the trip. Include #SYRiouslySanford in your description!

To win, participants must enter during the contest period between 7/18/2018 and 8/13/2018.

Selfies and descriptions should be creative and tasteful. The winning entry will be posted on the Syracuse Airport's official website and social media accounts, including the airport's Twitter, Facebook, and Instagram pages. The winner will be contacted via direct message on Instagram and asked for email for further contact.

Contest Requirements

- You must be 21 years or older to win.
- You must be eligible to fly.
- The photo must be posted publicly and contain the hashtag #SYRiouslySanford.
- The photo must be a selfie.

Elimination

Any false information provided within the context of the contest by a participant concerning identity, mailing address, telephone number, e-mail address, ownership of rights, or non-compliance with these Official Rules or the like may result in the immediate elimination of the participant from the contest. Syracuse Regional Airport Authority (the "Sponsor") further reserves the right to disqualify any entry that it believes in its sole and unfettered discretion infringes upon or violates the rights of any third party, otherwise does not comply with these Official Rules, or violates U.S. or applicable state or local law.

Winner Selection

1. One winner will be selected by the Sponsor based upon the taste and creativity of the individual submission. All such determinations will be at the sole and absolute discretion of the Sponsor and Allegiant Travel Company and shall not be subject to challenge on any basis.
2. The winner is required to acknowledge receipt of email within 24 hours of notification of winning the prize.
3. The winner is required to redeem the prize and to verify identity with proper and legal picture identification within 72 hours of notification of winning the prize.
4. Income, sales, and other taxes, fees, or expenses, if any, and of any kind or nature, are the sole responsibility of the winner.

Winner Notification

1. Winners will be notified via direct message on Instagram.
2. By participating in the contest, each participant and winner waives any and all claims of liability against the Sponsor, Allegiant Travel Company ("Allegiant") and each of their respective

employees and agents for any personal injury, loss, and/or damage that may occur from the conduct of, or participation in, the contest, or from the use and/or acceptance of any prize or winnings in connection with the contest.

3. By claiming the prize, the winner authorizes the use, without additional compensation, of his or her name and/or likeness and/or voice/photograph for advertising purposes in any manner and in any medium (including, without limitation, radio broadcasts; newspapers and other publications; television or film releases; slides; videotape; distribution over the Internet) the Sponsor or Allegiant may deem appropriate and agrees to execute any and all documentation deemed necessary by the Syracuse Hancock International Airport in connection with the contest.
-

Additional Rules

The conduct of the contest is governed by the applicable laws of the United States of America and State of New York, which take precedence over any rule to the contrary herein. The contest sponsor shall follow the applicable laws for conducting contests, including posting of lists of winners, running specific on-air disclaimers, providing specific written information about the contest, etc., as required by local, state, and federal law.

The Sponsor and Allegiant are not liable for any lost or stolen entries, prizes or contest information.

By participating in the contest, participants agree to be bound by the decisions of the Sponsor personnel. The Sponsor reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the contest, or obtained winner status using fraudulent means. The Sponsor will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the contest and Sponsor decisions concerning such disputes shall be final. If the conduct or outcome of the contest is affected by human error, any mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, intentional interference or any event beyond the control of the Sponsor, the Sponsor reserves the right to terminate this contest, or make such other decisions regarding the outcome as the Sponsor deems appropriate. All decisions will be made by the Sponsor are final. The Sponsor may waive any of these rules in its sole discretion.

The Sponsor reserves the right to withdraw or terminate this contest at any time without prior notice.

Prize Information

*The prize of two round trip tickets are worth \$250 each in the form of Allegiant flight vouchers. These vouchers apply only to flights from SYR to SFB.

Waiver of Liability and Agreement to Indemnify

By submitting any entry, each entrant, its, his, her or their heirs, successors and assigns ("entrant") hereby releases, forever discharges and covenants not to make a claim against or sue the Syracuse Hancock International Airport, Allegiant Travel Company, and their respective subsidiaries and affiliates, licensees, employees, officers, directors, representatives, successors and assigns, of and from all manner of action or actions, cause or causes of action, at law or in equity, suits, claims, demands, liability, loss, cost or

expense, of any nature whatsoever, known or unknown, fixed or contingent, which entrant may have or hereafter have against the Syracuse Regional Airport Authority or Allegiant Travel Company by reason of any injuries or damages entrant may sustain, whether to entrant's person, property, reputation, or otherwise, as a result of, incident to, or related in any way to the entry, the contest, or the use, incorporation or exploitation of the entry for any purpose described herein. Entrant waives and foregoes the right to seek injunctive relief against anyone relating in any way to the entry, the contest, or the use, incorporation, or exploitation of the materials for any purpose described herein. Entrant agrees to indemnify and hold harmless the Syracuse Regional Airport Authority and Allegiant Travel Company from and against any liabilities, losses, claims, demands, costs (including, without limitation, reasonable attorneys' fees) and expenses arising in connection with any breach or alleged breach by the Syracuse Regional Airport Authority or Allegiant Travel Company or any representation made by the entrant in connection with submitting the entry.