OFFICIAL RULES
ALASKA AIRLINES
“TAKE OFF WITH THE TRAIL BLAZERS” SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. Eligibility. Entrants must be at least 18 years of age at the time of entry and a legal U.S. resident residing in the state of Oregon and Western Washington. Employees of Alaska Airlines (“Alaska Airlines”), Trail Blazers Inc. (“TBI”), the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective parents, subsidiaries, affiliates, directors, officers, governors, employees and agents, and any of their advertising or promotional agencies, and the immediate family and household members of each of the foregoing are not eligible to participate.

2. Entry. The Alaska Airlines “Take Off with the Trail Blazers” Sweepstakes (the “Sweepstakes”) will begin on February 27, 2017 and all entries must be received by 11:59 p.m. PPT on March 13, 2017 (the “Entry Period”). There are two (2) ways to enter: (A) enter online by going to www.trailblazers.com, select the Alaska Airlines Take Off with the Trail Blazers Sweepstakes tab, enter all required information on the entry form and Submit. By entering online, each entrant agrees to be bound by the terms relating to the use of the website, including its Privacy Policy; or (B) go to the Trail Blazers Inc. business office (located at One Center Court, Suite 200, Portland, OR 97227) during normal business hours, on a 3”x5” card or piece of paper provide your full name, address, telephone number (including area code), email address (where applicable), and give it to the receptionist telling the receptionist you want to enter the “Alaska Airlines Take Off with the Trail Blazers Sweepstakes”. No mechanical reproductions permitted. LIMIT OF ONE (1) ENTRY PER PERSON. Alaska Airlines and Trail Blazers Inc. (together hereinafter referred to as “Sponsors”) are not responsible for incomplete, lost, late, misdirected or illegible entries, or for failure to receive entries due to insufficient postage or other failures of any kind, any of the equipment or programming associated with or utilized for an entry, or by any technical or human error that may occur due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with entrant or Sponsors. Sponsors reserve the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Sweepstakes as solely determined by Sponsors. In the event any aspect of the Sweepstakes is compromised by non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsors which corrupts or impairs the administration, security, fairness or proper operation of the Sweepstakes, Sponsors reserve the right in its sole discretion to suspend, modify or terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsors reserve the right to award any prize based on the entries received before the termination date.

3. Prize/Odds. On or around March 14, 2017, one (1) entrant will be chosen by random drawing from all eligible entries received during the Entry Period to win a fly away trip to Los Angeles, California to attend the NBA Regular Season Game featuring the Portland Trail Blazers vs. Los Angeles Lakers on March 26, 2017. The fly away trip consists of the following: roundtrip coach class air travel for two (2) persons on Alaska Airlines from Portland, Oregon to Los Angeles, California; overnight hotel accommodations (one (1) room, double occupancy); two (2) game entry tickets; and one (1) $200 Visa gift card (certain restrictions apply) (collectively, the “Prize”). Approximate retail value (“ARV”) of the Prize is $1,725.00. Prize restrictions include, but are not limited to, the following: Mileage Plan Miles cannot be earned or credited. First Class paid upgrades or mileage plan upgrades are allowed at winner’s expense. Connections are also allowed (subject to fare rules). Standard baggage fees apply at winner’s expense; First Bag Free for Visa Signature® Cardholders, see checked baggage policy and flight schedules at www.alaskaair.com for more details. Individual travel taxes may apply. Once ticketed, fare rules apply regarding any change to the itinerary.

4. Hotel accommodations and seat location for game entry tickets will be determined based on availability in Sponsors’ sole discretion. Prize and prize components, including but not limited to hotel accommodations, are non-transferable. Other restrictions may apply. Unless specifically stated herein, Winner and Winner’s guest are each solely responsible for any additional expenses, including but not limited to parking, ground transportation, and/or meals, which may be associated with participation in the Sweepstakes, acceptance and/or use of the Prize or any prize component.

The odds of winning the Prize will depend on the number of eligible entries received during the Entry Period. Neither the Prize nor any prize component has a cash value. Any difference between the stated ARV and the actual value of the Prize or any prize component will not be awarded. No substitutions allowed, except that Prize and individual components of Prize are subject to availability and Sponsors reserve the right to substitute prizes of equal or greater value. Winner agrees that the Prize and/or prize components awarded are personal to such Winner and may not be sold, resold, auctioned, bartered, assigned exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. Guest of Winner will not have any independent rights to Prize or any portion thereof and must accompanyWinner at all times during use of Prize. A violation of any of the foregoing restrictions shall revoke Winner’s license, and the Prize will not be honored. Sponsors and Sponsors’ designees reserve the right to remove or to deny entry to
Winner and/or guest of such Winner if any such person violates the previous restrictions or engage in a disruptive manner, or with intent to abuse, threaten or harass any other person at any event. Winner and Winner’s guest each agree to abide by all rules and policies of Alaska Airlines and the Staples Center in Los Angeles, California and are subject to removal for non-compliance or unruly behavior.

5. **Winner Notification and Acceptance.** The potential winner will be notified by telephone and/or email as provided on their entry form within twenty-four (24) hours of the drawing. Due to the short time frame for awarding the Prize, in the event contact with the potential winner is not confirmed within twenty-four (24) hours of attempted notification, or if an entrant declines to receive the Prize, another entrant will be randomly chosen. Winner is solely responsible for any and all federal, state, and local income taxes. Sponsors are not responsible for and will not pay or in any way compensate any participant or Winner for taxes or expenses associated with participation in and/or acceptance or use of the Prize in this Sweepstakes. If required by law, Sponsors will issue a Form 1099-MISC to Winner reporting the taxable retail value of Prize. Winner should consult his/her tax advisor about the tax implications of winning the Prize. Potential winner agrees to execute all necessary and requested documents, including without limitation the affidavit of eligibility, and a liability and publicity release (except where prohibited by law), as requested by Sponsors and agrees to provide a copy of a government issued identification card containing a photo of such potential winner. Failure to sign and return the affidavit, release or other required documents, or to comply with any term or condition of these Official Rules, may, at the sole discretion of Sponsors, result in disqualification and the forfeiture of his or her interest in a prize. Winner’s guest may be required to sign a release and waiver to receive benefits of the Prize or any portion thereof, as applicable. Solely for purposes of compliance with the terms and conditions provided in these Official Rules and use of any prize, any guest of a Winner will be deemed as an entrant/participant in the Sweepstakes, regardless of whether such guest submitted an official entry.

6. **General Conditions.** By entering this Sweepstakes, each entrant agrees (a) to abide by these Official Rules and the decisions of the Sponsors, which shall be final in all matters relating to the Sweepstakes; (b) to release and hold harmless Alaska Airlines, and Trail Blazers Inc., the National Basketball Association and its Member Teams, NBA Properties, Inc., NBA Media Ventures LLC (collectively, the “NBA Entities”), and each of their respective parents, subsidiaries, affiliates, directors, officers, governors, employees and agents, and each of their affiliated companies, from any and all claims, liability or damages arising out of their participation in the Sweepstakes and/or the acceptance and use of Prize or portion thereof; (c) to permit Alaska Airlines, the NBA Entities, and any of their respective agents to use such entrant’s name, photo, image, likeness and voice, city of residence and/or other likeness for advertising, promotional and publicity purposes in all media at any time for any purpose without any additional compensation to, permission from or inspection by such entrant; (d) that under no circumstances will any entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses; and (e) that all causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form class action.

7. **Construction.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant and/or Sponsors, shall be governed by, and construed in accordance with the laws of the State of Oregon, without giving effect to any choice of law or conflict of law rules or provisions (whether of Oregon, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Oregon. The invalidity or unenforceability of any provision of these Official Rules shall not affect the invalidity or unenforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Each entrant agrees that should any dispute arise between such entrant and Sponsors, such dispute must be submitted to binding arbitration in accordance with the rules of the American Arbitration Association. The venue for such arbitration shall be Portland, Oregon.

8. **Sponsors.** The Alaska Airlines Take Off with the Trail Blazers trip Sweepstakes is sponsored by Alaska Airlines and Trail Blazers Inc. (together, “Sponsors”). Sponsors’ decisions regarding the selection of any entrant/winner and any other aspect of the Sweepstakes shall be final and binding in all respects. Sponsors will not be responsible for any typographical, printing or other inadvertent errors in these Official Rules or in any other materials relating to the Sweepstakes.

9. **Requests/Winner.** If you have any questions regarding these Official Rules or the Sweepstakes, please submit your question in writing, including a self-addressed, stamped envelope, to “Alaska Airlines Take Off with the Trail Blazers Sweepstakes” Questions, One Center Court, Suite 200, Portland, OR 97227. For the name of the Winner, send a self-addressed, stamped envelope to “Alaska Airlines Take Off with the Trail Blazers Sweepstakes” Winner, One Center Court, Suite 200, Portland, OR 97227. All requests must be received by March 1, 2017.