



# Multistrada Travel Contest

## Rules of the art contest

### Promoter

"Multistrada Travel Contest" is an art contest ("Contest") promoted by Ducati Motor Holding S.p.A. - with registered office in Via Cavalieri Ducati 3 - Bologna, Italy ("Promoter and/or Ducati")

### Duration of the contest and geographic scope

The Contest begins 27 September 2018 at 3.00 pm (CET) and ends 17 October 2018 at 11.59 pm (CET).

Specifically, the stages of the contest will be as follows:

- Teaser on publishing plan 25/09/2018
- Kick off - 27/09/2018 Ducati channel CTA posting
- Live phase (27 September - 17 October 2018) - Posting of Multistrada travel images with dedicated hashtag on the Instagram channel and collection via hashtag.
- Closure of Live phase – 17 October – Posted images no longer accepted
- Selection of the winner

Works received after the end of the Live phase will not be taken into consideration (as evidenced by the date and time of the post).

The Contest has no geographic restrictions.

### Purpose and object of the Contest

The purpose of the Contest is to reward creative photos of a Ducati Multistrada motorcycle with a travel theme. The winner of the Contest will be awarded a ticket for the year 2019 for a DRE Enduro course as recognition for personal merit (according to availability and schedule).

### Contest participants

The contest is open to everyone. Contest participants must be 18 or older or be considered adults in their country of residence. These requirements will be verified when awarding the prize.

### Contest registration

Registration for the Contest is free. To participate, participants must: Post photos of a Ducati Multistrada model on Instagram, mentioning the relevant Ducati profiles and using the official hashtag #MultistradaTravel. Posts on other platforms or without the official hashtag will not be considered valid.



By participating in the contest the participant implicitly authorises Ducati to use the Work without any restrictions in terms of place, use, time and media, for commercial purposes and to promote its corporate image and otherwise, and acknowledge Ducati's right to modify and/or process the Work as needed, hereby waiving any claim, financial or otherwise, against Ducati for its use of the Work.

By participating in the Contest, the author of the creative Work assumes all legal responsibilities related to it, including the non-infringement of third-party copyright rights. Ducati reserves the right to publish and/or disseminate and/or use the winning creative Works for future communications and initiatives.

### **Contest procedures**

Starting from 3:00 pm CET on 27 September 2018, fans will be able to post their travel photos with a Ducati Multistrada following the instructions provided. A jury at Ducati will select at its sole discretion the best content, which will be awarded the DRE experience.

The winner will be notified personally by Direct Message via Ducati's Instagram account. The contacted finalist is required to respond no later than 24 hours after receiving the message, under penalty of withdrawal of the award.

On 22 October Ducati will communicate the winner on its social embassies.

The winners will be able to attend the aforementioned event as guests. Any travel and/or lodging expenses will be the responsibility of the winner. The winners must meet the current requirements for the use of the prize according to its rules, under penalty of revocation of the prize.

### **Contest awards**

The winner will be awarded a ticket for the year 2019 for a DRE Enduro course as recognition for personal merit (according to availability and schedule).