



Digital Garage Contest - WDW18

Rules of the art contest

Promoter

"Digital Garage 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 1 June 2018 at 12.00 noon (CET) and ends 7 July 2018 at 11.59 pm (CET).

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

- Stage 1 (1 June - 22 June) - Custom Ducati images published on social media and collected via hashtag.
- Announcement of 10 Stage-1 winners (26 June)
- Stage 2 (28 June - 7 July) - Publication of 10 finalists on the landing page of the Ducati website and the gallery on Facebook page + online vote
- Announcement of 3 winners (10 July)

Works received after the end of Stage 1 will not be taken into consideration (as evidenced by the date and time of the post or tweet).

The Contest has no geographic restrictions.

Purpose and object of the Contest

The Contest seeks to reward artistic works realised through the creative customisation of a Ducati motorcycle. The winners of the Contest will be awarded a three-day pass for the WDW2018 as recognition for their achievement, and they will be awarded a plaque celebrating the event.

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 their custom Ducati on Instagram or Twitter, mentioning the relevant Ducati profiles and using the official hashtag (#DucatiGarageContest). Posts on other platforms or without hashtags 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 1 June 2018, Fans will be able to post their custom Ducati motorcycles following the procedures described.

At the same time, a monitoring tool will be activated to collect all the content published between 12.00 noon (CET) on 1 June and 11.59 pm (CET) on 22 June.

A jury at Ducati will select at its sole discretion the 10 best entries that will advance as finalists to Stage 2.

The finalists will be notified personally by Direct Message via Ducati's Instagram and Twitter accounts. The contacted finalist is required to respond no later than 24 hours after receiving the message, under penalty of exclusion from the list of finalists.

On 26 June Ducati will announce the list of 10 finalists on its social channels.

During Stage 2 of the Contest, from 12.00 noon (CET) on 28 June to 11.59 pm (CET) on 7 July, the 10 entries will be published on a specially prepared landing page in the Ducati website and in a Facebook gallery, where voting will take place to identify the 3 final winners.

Fans will be asked to share and tag their contacts in the picture of their motorcycle in order to ensure maximum visibility and participation.

The 3 custom Ducati bikes earning the most votes will win the final prize.



The winners will be notified with a Direct Message on the social network they used to enter the contest. The contacted winner is required to respond no later than 24 hours after receiving the message, under penalty of exclusion from the award.

The winners will be announced on 10 July 2018 at 4.00 pm (CET) on the ducati.com website and the Ducati Facebook, Twitter and Instagram 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.

Contest awards

The 3 final winners will receive a three-day pass to participate at the WDW2018 event. During this event the winners will be given a commemorative plaque at a special ceremony scheduled in the official programme.

The three winning motorcycles will be awarded three different prize titles, to be defined according to the material received.