

OFFICIAL ESSAY CONTEST RULES & ENTRY FORM

Name _____

Mailing Address _____

Telephone _____ Work _____ Cell _____

Email _____

The undersigned have read the Essay & Rib Contest Rules below and agree to abide by the rules as noted below.

Entrant Signature

Cut along dotted line and retain Essay & Rib Contest rules for your records. Attach your essay & recipe SECURELY to the above entry form and then SECURELY attach a Money Order or Certified Check on top of the Essay

and mail as specified in the contest rules

RULES FOR McQueen MotorCycle Café ESSAY & RIB CONTEST

You are agreeing to the following rules when you enter this essay contest!

1. No product or service must be purchased by the entrant to be eligible to enter the contest.
2. ELIGIBILITY The contest is open only to the following ;
 - 1- Permanent and legal United States citizens who are physically residing in one of the 50 states (excluded are those residing in Guam, the U.S. Virgin Islands, Puerto Rico or any common wealth associated with the U.S.)
 - 2- Those who are twenty one (21) years of age or older as of December 11 ,2017
 - 3- Those not eligible to enter or win the essay & rib contest are the following; the judges of the contest, owners or ex-owners of the prize, the sponsor and their employees or ex-employees, and immediate families of any of the groups mentioned in this paragraph.
3. CONTEST PERIOD Contest will begin at 12:01 a.m. Central Daylight Time on September 12, 2017 and shall end at 11:59 p.m. on December 11, 2017 , unless extended as stated in Paragraph 14.
4. TECHNICAL REQUIREMENTS Each entry must:
 - A.- Consist of an original essay with 3 sections with the theme of a. "If I Win McQueen MotorCycle Café, how would you use it to – (1) Create the Fastest Jobs, (2) Create the Best Quality Jobs, (3) Best Manage the McQueen MotorCycle Café . Each section should be no more than 100 words and the three sections total should be no more than 300 words. Each Section will be graded on a 0-10 scale and the total score from combined sections has a

maximum score of 90. The entire essay must be typed and written in modern American English. It will be scored on ten levels; spelling, depth, vision, consistency, passion, grammar, punctuation, presentation, dedication and content. It must be in Times New Roman and double spaced on white 8 1/2 " x 11 " (one side only) paper. Must not contain any information to identify the entrant such as name, address, e-mail or signature. Must be attached to an official Entry Form . Must include a Bank Money order or Certified Check payable to " McQueen MotorCycle Café Essay & Rib Contest " in the amount of Two Hundred and Fifty U.S. dollars (\$250). Must be accompanied with TWO (2) self-addressed stamped envelopes which will be used to provide a refund as stated in rules and notify you of contest entry acceptance. There will not be a "non-acceptance notification".

B.-Consist of an original RECIPE for half rack of Beef Short Baby Back Ribs. The Special Sauce and preparation process. The Recipe will be graded on the final product which includes; (1) economic cost of preparation, (2) how simplistic and easy the preparation process, (3) originality of recipe, (4) beauty of recipe form and finished product, (5) taste of the prepared Beef Short Baby Back Ribs. McQueen MotorCycle Café intends on adding the winning Rib dish to the menu. All entries will become the property of McQueen MotorCycle Café and will not require any release from contestant. Think Wings, but applied to TEXAS BEEF SHORT RIBS! Keep in mind this will be prepared by regular kitchen staff, keep it simple.

C.-The top 100 entries will be selected by Essay only following the point value indicated in the essay section. ADIA Strategic will select the finalist and then will select the top 10 entries based on the combined score of Essay and Rib Recipe. The top 10 entries selected by ADIA Strategic will be presented to a three member American Military Veteran panel (Navy, Air Force, Coast Guard, Army, Marine Corp, National Guard). The veterans will be selected from a random selection process of both name and service branch. The final 10 contestants will be graded on all above criteria, 90 point 3 section essay and 50 point rib recipe, totaling 140 points possible. The winner will have the highest combined point total compiled from all three military veterans.

Checklist for entry –

1. Entry Form; 2. Entry Essay; 3. Entry Rib Recipe; 4. Two Self Addressed stamped Envelopes; 5. \$250 entry fee.

ALL FIVE ARE REQUIRED TO OFFICIALLY ENTER THE CONTEST!

5. MAIL INSTRUCTIONS Mail essay & recipe, stamped self-addressed envelopes and all papers and \$250 payment stated in Technical Requirements to :

Must use the U.S. Postal Service

McQueen MotorCycle Café Contest

Attn: ADIA Strategic

2208 Missouri Blvd. Suite 102 #168

Jefferson City, Mo 65109

6. ESSAY REQUIREMENTS

Every Essay submitted must be the original work of the entrant, can't be previously published or won in any other contest or awarded any prize. The Essay can not infringe upon the copyrights, trademarks, rights of privacy (publicly or private) or any intellectual property or other rights of any person or persons or entity.

MULTIPLE ENTRIES --- An entrant may submit more than 1 entry but must be a new Essay and include an entry fee for each submission . Each essay and or recipe must meet all requirements of the contest rules. All

entries become the property of the sponsor and will not be acknowledged or returned. By submitting an entry, the Entrant acknowledges and agrees that the sponsor may obtain many entries in connection with this contest and that such entries may be similar or identical in theme, idea, format or other respects to the other entries submitted in connection with the contest. Each entrant waives any and all claims entrant may have had, may have and/or may have in the future, that any entry and/or other works accepted, reviewed and/or used by the Sponsor may be similar to his or her entry, or that any compensation is due to the entrant in connection with such entry or other works used by the Sponsor.

7. ESSAY ENTRY FEE Each entry must be accompanied by a bank cashier's check or money order payable to "McQueen MotorCycle Café Contest" in the amount of Two Hundred & Fifty dollars (\$250) in U.S. funds. You must include the entry fee of \$250 to be eligible for the prize. Absolutely no refunds of the entry fee shall be made unless the Sponsor receives fewer than One Thousand Five Hundred (1500) entries or adjusted lower if desired and elects, in his sole discretion, to terminate the Contest rather than to extend the deadline for accepting entries. In the event the Sponsor terminates the Contest, the entry fee ONLY, minus \$5 shipping & processing fee, shall be returned to each Entrant (\$245) U.S. funds. All entry fees shall be held in McQueen MotorCycle Cafe Contest Escrow Account until the Contest has ended by an award of the prize or a termination of the contest due to an insufficient number of entries. The sealed bid does not apply to this process. If the entries for the contest are deemed too low, the sealed bids will be considered.

8. JUDGES The Sponsor shall read and evaluate each and every essay which is properly submitted and meets the technical requirements. The essays shall be judged on the basis of structure of essay (introduction, body and conclusion), creativity, thought and the conveyance of capability and desire to own and operate a restaurant.

The Sponsors agent, ADIA Strategic will select the top 100 essays from the eligible entries. The Sponsors agent, ADIA Strategic will then select the top 10 recipes of the 100 selected top essay contestants. The combined top 10 candidates of Essay & Rib Recipe will be presented to the panel of three (3) qualified judges (American Military Veterans) selected the Sponsor, shall apply the above stated criteria to select the Contest winner, a first runner up and a second runner up from the top 10 combined essays & rib recipe. The Judges cannot be related to the Sponsor or have a vested interest in the business. The names of the Judges shall not be released except to a public authority requesting such information within the scope of its jurisdiction. Judges are professionals from the community including retired police, business owner and local industry professional.

9. DEADLINES FOR DETERMINATION OF WINNING ESSAY AND 1ST AND 2ND RUNNERS-UP The group of 10 finalists for the Prize shall be selected by the Sponsor by February 5, 2018. The Contest winner will be chosen on or before March 5, 2018 along with the First and Second Runners-up by the panel of Judges. The Contest Winner will be given the opportunity to tour the restaurant within the first 10 days of winning the Contest and must accept or refuse the Prize in writing within ten (10) days. In the event the winner refuses the Prize or fails to timely accept, the Prize will be awarded to the First runner-up, who shall be deemed the Contest Winner and who shall accept or refuse the Prize in writing within ten(10) days of notice of being awarded the Prize. Should the First Runner-up refuse the Prize or fail to timely accept or refuse the Prize, the Prize shall be awarded to the Second Runner-up who shall be deemed the Contest Winner and who shall accept or refuse the Prize in writing within the ten(10) days of notice of being awarded the Prize. The winner will be contacted by both phone and e-mail for confirmation. In the event that the Contest Winner and First and Second Runners-up refuse or fail to claim the Prize, then the remainder of the 10 finalists essays will be placed in order by the Judges and will be contacted in order and given the opportunity to claim the Prize in a manner consistent with the procedure set forth above.

10. COPYRIGHT AND PUBLICATION Essay & Rib contest entry constitutes an assignment to the Sponsor of all copyrights arising under both statute and the common law and all other rights derivative. By entering the essay & rib contest, the entrants grant further permission for the Sponsor to publish all or part of the submitted essay & rib recipe and to use the entrants name and photograph and to publicize the winning entry and the names of the author of the final winning essay & rib recipe, all without royalty or other consideration.

11. LOCAL, STATE AND FEDERAL REGULATIONS This Contest is subject to the provision of all applicable Federal, State and local laws and regulations. This contest is void where prohibited.

12. TAXES AND FEES The Contest Winner shall be solely responsible for any and all taxes imposed on the Contest Winner by virtue of receiving the Prize, including but not limited to personal income taxes, real estate transfer taxes, lawyer's fees or fees of any kind imposed or arising out of a successful participation in this essay & rib contest and other similar taxes, costs and or fees.

13. DESCRIPTION OF THE PRIZE PROPERTY There will be one (1) Prize which will consist of real property which is located at 1102 Leopard Street, Corpus Christi, Texas 78401. There are no other buildings or structures located on the property. No representation is made by the sponsor that any value is in fact a Fair Market Value. There are no liens nor taxes nor mortgages due on the business or location. Excluded is personal property. It is the contest winners' responsibility to apply and receive acceptance of any license, inspections or certificates related to the transfer.

The Prize, consisting of real estate and structure, is not subject to a specific and certain value unless sold and may change due to market fluctuations. The right to claim the Prize cannot be transferred by the Contest winner, nor can it be redeemed for cash.

14. DEADLINE TO ENTER All entries must be postmarked no later than December 1, 2017 and received December 11, 2017. Responsibility for late, lost or misdirected entries rests with the entrant. Any entry posted after the above deadline shall not be eligible to win.

15. FRANCHISE The contest is for the location real property located in Corpus Christi as indicated in section 13 description of the prize property. The brand McQueen MotorCycle Café is not included in the prize. The brand is offered at no additional franchise fee charge, however does require the acceptance of both contest winner and sponsor. The initial franchise fee will be waived, however all additional contract requirements will be negotiated between contest winner and sponsor. Though it is the intention of the sponsor to expand the McQueen MotorCycle Café brand, it is dependent upon both the agreement of contest winner and sponsor and is not a part of the prize.

16. SEALED BID The sealed bid process will run during the contest and will follow all dates related to entry requirements and any extension that may become in effect. The sealed bid must include bid and a 20% deposit payment, which will be retained until the completion of the contest. All deposits will be returned with the exception of the accepted agreement. An Agent or Broker fee of 2% split will be allowed for the transaction of accepted bid. Contact ADIA Strategic for bid requirements and details. Email: adiastrategic@gmail.com

17. EXTENTION OF CONTEST In the event the Sponsor has not received 1500 entries by December 11, 2017; the sponsor reserves the right, in his sole discretion, to extend the deadline for accepting entries for up to sixty (60) days. In the event the deadline for accepting entries is extended, the deadline for announcing the Contest Winner shall be extended an equal number of days.

18. PRIZE TRANSFER The transfer of the prize must be completed within (30) days after the winner of the Contest is notified. An extension of (30) days may be granted by the sponsor if deemed necessary. The Sponsor will convey to the Contest Winner a good and marketable title to the property by a valid general warranty deed. All costs associated with the completion of the transfer will be the responsibility of the Contest Winner, including but not limited to title insurance, recording fees, transfer fees, ect. In the event that the transfer does not take place with the Contest Winner and the First and Second Runners-up refuse or fail to claim the Prize, then the remainder of the 10 finalist essays will be placed in order by the judges and will be contacted in order and provided an opportunity to claim the Prize in a manner consistent with the procedure set forth in the above description.

19. ADDITIONAL REQUIREMENTS The Prize is awarded in "as is" condition and the Contest Winner acknowledges that the Sponsor makes no warranties or representations regarding the condition of any of the structures located on the property or any other element of the Prize. No right to inspection prior to transfer.

20. CONDITIONS By entering the contest, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless the Sponsor from any liability, illness, injury, death, loss, litigation or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's

participation in the contest and/or his/her acceptance, possession, use or misuse of the Prize or any portion thereof (including any travel related thereto and/or use of vehicle) (b) to indemnify the Sponsor from any and all liability resulting or arising from the Contest and to hereby acknowledge that the Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prize (c) if selected as the Contest Winner, to the publication of such entrant's name and the use by the Sponsor of such name, voice, image and/or likeness for publicity, promotional and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Contest itself, and to be bound by all decisions of the Sponsor, which are binding and final. Failure to comply with these conditions may result in disqualification from the Contest at the Sponsor's sole discretion.

21. ADDITIONAL TERMS The Sponsor reserves the right to permanently disqualify any person he believes has intentionally violated these Official Rules. Any attempt to deliberately damage the Contest or the operation thereof is unlawful and subject to legal action by the Sponsor, who may seek any and all remedies available to him to the to the fullest extent permitted by law. The failure of the Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of the Sponsor (excepting compliance with applicable codes and regulations) or other " force majeure" event will not be considered a breach of these Official Rules. The Sponsor is not responsible for telecommunications, network, electronic, technical or computer failures of any kind, for inaccurate transcription of entry information, for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged or returned. Sponsor reserves the right to cancel, modify, or suspend the Contest or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules). In the event of cancellation, modification, or suspension, the Sponsor reserves the right to select the Contest Winner using the Judging Criteria outlined above from among all eligible non-suspect entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted on this Website. Sponsor may prohibit any entrant or potential entrant from participating in the Contest, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten or harass any other entrant, Sponsor or Sponsor's agents or representatives: or behaves in any other disruptive manner (as determined by the sponsor in her sole discretion). Sponsor reserves the right to modify these rules for clarification purposes without materially affecting the terms and/or conditions of the Contest. The sponsor may reduce the volume of entry required, in the event the 1500 entries are not achieved. The 1500 entry required gives a 1 in 1500 chance of winning and is the reason for the \$250 fee, to allow better odds of winning. These odds will change if the volume of contestants is reduced. Additionally, sealed bids are being accepted. In the event the sealed bids have a greater monetary value, the contest will be canceled and sealed bid will win the business location. This website will provide updates to the contest and sealed bid.

22. DISPUTES - THE CONTEST IS GOVERNED BY AND WILL BE CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF TEXAS.

ALL DECISIONS ARE FINAL

Dated September 1, 2017