NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

Entry into this Sweepstakes constitutes your acceptance of these Official Rules. By participating in this Sweepstakes, entrants agree to abide by these Official Rules.

LICENSE: Participants hereby grant Boise State University (“Boise State”) a non-exclusive, perpetual, worldwide license to broadcast, publish, store, reproduce, distribute, syndicate, and otherwise use and exhibit their submissions (along with their names, voices, performance and/or likenesses) in all media now known and later come into being for purposes of trade or advertising without further compensation. Participants represent and warrant that they have full legal right, power and authority to grant Boise State the foregoing license and if applicable, have secured all necessary rights from any participants in, and contributors to, their Submission in order to grant such a license. All entries become the property of Boise State. Boise State reserves the right to use any and all information related to the contest, including submissions provided by the contestants, for editorial, marketing and any other purpose, unless prohibited by law.

DISCLAIMER: This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or Instagram. As such, please direct any questions, comments, or complaints regarding the Sweepstakes to Sponsor. By entering this promotion, you are providing your information to the Sponsor listed below and agencies acting on its behalf with regard to this promotion, not Twitter or Instagram. The information you provide will only be used by the Sponsor in the administration of the Sweepstakes, unless you opt-in for further communications from Sponsor.

ELIGIBILITY: There is no limit on the number of entries per person but each natural person may only be awarded one prize. This Sweepstakes is open to full or part time Boise State students who are over the age of 18 at the time of entry. Employees of Boise State University, its parent, subsidiaries, affiliates, suppliers and agencies, and their immediate family members and persons living in their household are not eligible to enter this Sweepstakes. Residents of Rhode Island, New York, and Florida are not eligible. By entering the Sweepstakes, you warrant that you are eligible to participate in the Sweepstakes. All federal, state, and local regulations apply. Void where prohibited by law.

TO ENTER: Enter the Sweepstakes beginning at 9am October 14, 2016 and no later than 9pm October 14, 2016 (the “Sweepstakes Period”), by posting a photo or video on Instagram following the theme: Boise State Homecoming. Posts must include the hashtag #BRONCOSHOME and tag @getinvolvedbsu and @boisestateuniversity.

PRIZES: The winner will receive a gift card to the BroncoShop worth $50.00.

WINNER SELECTION: One winner will be selected by the Student Involvement and Leadership staff from all eligible entries received by 9pm on the applicable date. The winner will be announced via Instagram at 9pm on the day of the challenge. The winner will be selected based on the following criteria:
- Appropriateness: Does the photo or post represent Boise State's mission? Is it appropriate for all audiences? Posts with vulgar, harassing, or obscene images will disqualify the individual posting said images from the entire competition.
- Creativity: Does the photo or video relate to the theme in a unique and creative way?
- Bronco Spirit: Does the photo or video showcase Boise State?

If the winner has not responded to our contact attempts within 1 week, an alternate winner will be chosen and notified from eligible entries for that particular date. Winner will be required to provide Boise State and State identification at the time of prize pick-up. Winners can pick up the $50 gift card to the BroncoShop from the Student Involvement and Leadership Center Front Desk in the Student Union Building (1700 University Drive) between 9:00 AM and 4:00 PM October 17-21. All federal, state and local laws and regulations apply. Sponsor expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of prizes awarded. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prizes awarded. By accepting the prize, the winner consents to Sponsor’s use of their name, photograph and/or likeness, address, voice, and statements made by or attributed to them, in perpetuity, in any and all media now known or hereafter developed (including, without limitation, print, broadcast and Internet), for all legitimate business purposes including advertising and promotional activities without additional compensation, unless prohibited by law. In the event there is a dispute of the entrant’s identity, the prize will be awarded to the authorized owner of the established email account associated with the entry. Winners are responsible for all applicable taxes or additional fees associated with the prize transfer.

Odds of Winning: The actual odds of winning will depend upon the actual number of entries received for this Sweepstakes.

Winners List: For a winners list, send a self-addressed stamped envelope with a winners list request to: Bronco Welcome Instagram Challenge, Boise State University, Student Involvement and Leadership Center, 1910 University Drive, Boise, ID 83725.

Disqualification: All winners must meet the eligibility requirements set forth in these rules in order to qualify for the prize. Sponsor reserves the right to verify eligibility. All entrants discovered to be under the age of 18 will be disqualified. Automated entries (including but not limited to entries submitted using any robot, script, macro, or other automated service) are not permitted and will be disqualified. Any consumer entering the sweepstakes on or after the Sweepstakes Period will not be entered into this sweepstakes. Sponsor is not responsible for technical issues that may cause an expired sweepstakes to be printed on any advertising notification of the sweepstakes. Sponsor is not responsible for any technical malfunctions, including but not limited to failure of the website at any time during the Sweepstakes Period or thereafter, technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software,
failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the internet or at the website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material related to the Sweepstakes, all of which may affect a person’s ability to participate in the Sweepstakes. Sponsor reserves the right to disqualify entries from anyone tampering with the form entry process.

RELEASE: By participating in this Sweepstakes, entrants and their guests agree to release and hold harmless Twitter, Facebook, Instagram, Sponsor, the State of Idaho, the Idaho State Board of Education, its advertising or promoting agencies, any parties administering these Sweepstakes on behalf of Sponsor and each of their respective parent companies, affiliates, subsidiaries, officers, directors, representatives, agents and employees (the “Sweepstakes Parties”), from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, 1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; or 2) participation in the Sweepstakes or any prize related activities, including but not limited to traveling to or from any prize related activity.

MISCELLANEOUS CONDITIONS: By participating entrants agree to abide by and be bound by these Official Rules and the decisions of the judges, which shall be final and binding with respect to all issues relating to this Sweepstakes. By participating in the Sweepstakes, we may collect your name, mailing address, phone number and e-mail address for the purpose of administering your participation in the Sweepstakes. Entrants will not be contacted unless (i) the entrant indicates that entrant desires to receive information or otherwise be contacted by Sponsor; (ii) entrant explicitly requests to be contacted by Sponsor; or (iii) the entrant is selected as the Winner of the Sweepstakes. We want to assure you that Sponsor is dedicated to protecting your privacy.

CHOICE OF LAW: Under no circumstances will entrants be permitted to obtain awards for, and entrants hereby waive all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys’ fees, and entrants further waive all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with this Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Idaho, without regard to Idaho’s conflict of law principles.

SPONSOR: Boise State University, Student Involvement and Leadership Center, 1910 University Drive, Boise, Idaho 83725.